

The **NATIONAL UNDERWRITER**

Life Insurance Edition



Advantages of The Triple Protection Plan of Life Insurance

1. Provides substantial protection at small cost.
2. *Triples* the amount of insurance during first twenty years of the policy, when the need of protection is usually greatest.
3. Makes it possible to meet two primary obligations at the same time—buy War Bonds and also provide one's dependents with necessary Life insurance protection.

THE TRAVELERS INSURANCE COMPANY
HARTFORD, CONNECTICUT

Useful literature and full explanation of the Triple Protection Plan available to producers.

NATIONAL FRATERNAL CONGRESS CONVENTION

FRIDAY, OCTOBER 2, 1942

This advertisement appeared in the Saturday Evening Post



Dad knows something that keeps him cheerful!

No wonder Dad can smile so cheerfully, in spite of the restrictions that wartime living brings! For Dad knows that, come what may, there will be money for living to help his family through the years ahead...

NATURALLY, we've all made adjustments and stand ready to make many more. Every loyal American is doing his best to keep cheerful under the many new restrictions... the many new financial problems... the many disruptions of living standards... which war inevitably brings.

But here's our point. It's a lot easier to keep smiling—to keep fit to meet today's problems—if you KNOW that your family will have money for living, come what may... if you KNOW that when the clouds roll away you and your family will have financial security and protection.

More than 700,000 policyholders of The Northwestern Mutual are enjoying this morale-building experience. With future needs provided for by a

regular, consistent life insurance program, they are better equipped—mentally and spiritually—to make extra sacrifices on the Home Front.

You can share this happy knowledge of security by becoming a part of the great Northwestern Mutual family. To you, The Northwestern Mutual offers:

A carefully planned life insurance program to provide the money for living your family will need tomorrow... a program backed by 85 years of keeping faith with policyholders through thick and thin, regardless of war or national catastrophe.

A company devoted entirely to the service of its policyholders... a record of policyholder satisfaction that stands second to none in the life insurance business...

satisfaction that stands second to none in the life insurance business... satisfaction attested by the fact that, for years, approximately one-half of The Northwestern Mutual's new business has come from existing policyholders.

The quality of its stewardship—has made The Northwestern Mutual outstanding among life insurance companies... has made it the choice of thoughtful men who desire to see and examine every stone in the foundation of their life insurance safety and protection.

See your Northwestern Mutual agent. Find out how much Northwestern Mutual life insurance can do to strengthen your morale today... by helping you solve, in advance, the problems of tomorrow.



WE ARE

THE NORTHWESTERN MUTUAL

LIFE INSURANCE COMPANY

MILWAUKEE, WIS.

Since its organization in 1857 the Northwestern Mutual has paid its beneficiaries and policyholders more than 2 billion, 800 million dollars.

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☐ THE NATIONAL UNDERWRITER, Life Edition.....\$3.50 a year
☐ Both Together.....\$6.00 a year
☐ THE ACCIDENT & HEALTH REVIEW.....\$2.00 a year
☐ THE CASUALTY INSUROR.....\$1.50 a year
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And send me a bill.

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The NATIONAL UNDERWRITER

Forty-sixth Year—No. 40

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, OCTOBER 2, 1942

\$3.50 Year, 20 Cents a Copy

Plans Completed for Big Meeting Starting Monday

American Life Convention Has Diversified Program for Annual Muster

The American Life Convention will have its annual meeting next week at the Edgewater Beach Hotel starting Monday, the Legal Section opening the big program, it occupying all day Monday and Tuesday morning. The Financial Section which is one of the most important ones of the convention and towers probably above the others in immediate interest starts its ball rolling by a luncheon Monday followed in the afternoon by a business session and holding both morning and afternoon sessions Tuesday. The Industrial Section will meet all day Tuesday and have a luncheon. The Agency Section will hold its meeting Wednesday morning and the general sessions will start Wednesday afternoon. There will be an executive session of the convention as a whole that evening and there will follow sessions both morning and afternoon Thursday.

Col. Jeffry to Speak

The distinguished guests luncheon will take place Thursday with an address by Lieut. Col. Walter R. Jeffry, executive director sixth service command. A. J. McAndless, president Lincoln National Life, is president of the convention and will preside over its general sessions. J. C. Higdon, vice-president of the Business Men's Assurance, is chairman of the Agency Section; A. G. Palmie, assistant secretary-manager industrial department Home State Life of Oklahoma City, is chairman of the Industrial Section; Grant Torrance, treasurer Business Men's Assurance, is head of the Financial Section. Joseph O'Meara, Jr., of Cincinnati, counsel Western & Southern Life, is chairman of the Legal Section.

Contest for Committeeman

There promises to be a very interesting contest for members of the executive committee this year. C. A. Craig, chairman National Life & Accident, is closing two years as a member on the committee, he being elected after serving as president. A. J. McAndless, the president, following an unwritten law will succeed Mr. Craig. J. A. McLain, president Guardian Life, will undoubtedly be reelected on the committee. This leaves one vacancy. There are two prominent candidates being pushed by leaders of the convention. One is Claris Adams, president Ohio State Life and former secretary and general counsel of the American Life Convention. He has some potent cohorts that are interested in his can-

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Premium Waiver Procedure on Service Cover

In response to an inquiry from THE NATIONAL UNDERWRITER, Harold W. Breining, assistant administrator of the Veterans Administration, sets forth the policy that will be pursued in connection with waiving premiums for National Service Life Insurance in the event of total disability of the assured. All policies of National Service Life Insurance are issued originally on the five-year level premium term plan, with the privilege of conversion to the ordinary life, 20-payment life or 30-payment life plan at the end of one year and before the expiration of the five-year term period. In the event that an assured becomes totally disabled while his policy is in force during the five-year term period, but before converting to a permanent form of insurance, the premiums will be waived upon application and upon proof of total disability, during the continuance of such disability.

If the insured is still totally disabled at the end of the five-year period, he may convert his insurance upon application, to one of the permanent life plans, and premiums under the plan selected will be waived thereafter so long as he remains totally disabled. If the insured recovers from total disability, the payment of premiums will be resumed under the plan of insurance then in force.

The question of the procedure in effecting conversions at the end of the five-year term period if the insured should be in some remote spot from which it would be difficult or impossible to transmit the necessary papers, is one which has not as yet been determined. In any event it is not possible for such a case to arise before October, 1945.

Heads International Claim Association

Willard E. Hein, supervisor of claims of State Mutual Life, who was elected

president of the International Claim Association at its annual meeting in Chicago, has been with State Mutual since 1922, being first employed as a clerk in the agency audit department. Later he was a traveling cashier and agency auditor and in 1925 became a clerk in the claim department. In 1927 he became chief claim examiner and in 1932 assistant manager of the claim department, being promoted in 1933 to supervisor of claims.

In 1934-1935 he was president of the Boston Life & Accident Claim Association and has served on several of that organization's committees. He also has served on various committees of the International Claim Association, being chairman of the executive committee in 1940-1941.



W. E. Hein

Wealthy Contribute to War Relief via Annuity Purchases

NEW YORK—High income taxes and the urgent appeal of various war relief projects are helping promote the sale of annuities through the Golden Rule Foundation of New York City and a number of other philanthropic institutions.

The plan permits a generously inclined person to take part of his wealth, on which he may not be earning a very high rate of income, and turn it over to an institution using the plan, which guarantees him a lifetime income of a certain percentage on the total amount. For instance, a man wants to give \$10,000 to the Golden Rule Foundation provided he can be assured of an income of a certain percentage as long as he lives. Suppose that it would require, at the donor's age, a single premium annuity of \$8,100 to guaranty this life income. The Golden Rule Foundation buys the annuity, leaving a difference of \$1,900 to be applied to a charity or a relief project designated by the donor or else to be distributed according to the foundation's best judgment.

Tax Advantage Shown

It is, of course, made perfectly clear to the donor that he could receive a considerably higher life income on his money if he were to invest the entire amount in an annuity. From a tax point of view there is the advantage that the amount of the gift, in this case \$1,900, can be taken as an income tax deduction so long as the total of gifts to charitable institutions does not exceed 15 percent of income. In the case of very wealthy persons or those earning a high income the amount given away may represent only a relatively small amount actually out of the pocket.

Final Touches on St. Louis Meeting

Final plans for the forthcoming annual meeting of the Institute of Home Office Underwriters at the Coronado Hotel, St. Louis, are announced by W. E. Jones, chief underwriter of the Provident Life & Accident's life department, who is president of the association.

The address of welcome will be made by T. E. Sly, president of St. Louis Mutual. D. B. Alport, assistant secretary Business Men's Assurance and executive vice-president of the institute, is serving as general chairman of the meeting, and served as chairman of the Thursday morning session.

W. H. Harrison, actuary Ohio National, will serve as chairman of the Friday morning session, at which current topics of importance to underwriting will be discussed.

W. E. Stovall, Gulf Life, is to serve as chairman of the industrial round table program, taking up in an informal discussion current problems of the industrial field. Serving with him as co-chairman will be G. T. Yates, Life & Casualty, Nashville.

Amendments to Soldiers Relief Act Agreed Upon

Amount of Insurance to Be Protected Would Be \$10,000

WASHINGTON — Members of the conferece committee of both houses of Congress have agreed on provisions of amendments to the soldiers and sailors civil relief act. The federal government guarantees the payment of life insurance premiums for men drawn into the armed services on insurance sums not exceeding \$10,000 principal, instead of \$5,000 as in the past. The insured would have two years after return to civil life to meet the premiums guaranteed, with the customary rate of interest.

Under provisions of Article IV of the bill, relating to insurance, the term "policy" is defined to include any contract of life insurance, or policy on a level premium life or endowment plan, which does not provide for the payment of a sum less than the face value, or for the payment of an amount in addition to normal premiums if the holder engages in military or other armed service of the country, or restricts coverage to exclude any activities which a person in the armed service may be called upon to perform. Such policies are eligible and acceptable under the law.

The policy must have been in force for one year before enlistment or draft, with premiums paid currently and not in arrears, to be acceptable, and it must have "a cash surrender value at the expiration of one year from the due date of the first annual premium guaranteed under provisions" of the act, and equal to or greater than one annual premium required by the policy. Benefits of the act are open to all military and naval personnel who held acceptable policies.

In the event application is made to the administrator of veterans' affairs for protection of policies in a sum of insurance that exceeds \$10,000, the administrator "is authorized to have the amount of insurance divided into two or more policies so that the protection of this article may be extended to include policies for a total amount of insurance not to exceed \$10,000, and a policy which affords the best security to the government shall be given preference."

With application made to the administrator for guarantee of the payment of premiums, the holder of the insurance, if coming within provisions of the act, is entitled to safety against lapse, termination or forfeiture of his policy or policies for nonpayment of premium, or nonpayment of interest or indebtedness on it, during the term of his service.

No money or other benefit under a policy may be paid to the insured person, or used to purchase dividend addi-

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Sound Prospecting Methods Still Bear Fruit, Provident Mutual Survey Shows

By WILLARD K. WISE

In 1937 Provident Mutual Life undertook a new prospecting program called "The Ten-A-Month" plan. It was based on the belief that agents sell life insurance only where they have prestige,



WILLARD K. WISE
Vice-president Provident Mutual Life

and that they have prestige among their friends, acquaintances, and those of like social and economic classifications. Through the upswing of the late thirties and the dislocations of the early forties, there has been no attempt to find new markets, but the company has continuously emphasized the belief that an agent's natural market is his best market.

That this principle holds up even in wartime is demonstrated by the results of a survey of May, 1942, business as contrasted with the business of May, 1941. The first 500 cases submitted in each month were used as a basis of comparison, and the proportion of cases coming from high income groups increased materially in 1942. The average policy in May, 1942, amounted to \$5,170 as against an average policy of \$4,000 in May, 1941.

The accompanying chart shows the breakdown of new business by occupational groups, using the first 500 cases in the two months under comparison:

Occupations	Number of Policies			Amount of Ins. in M.		
	1941	1942	Pct.	1941	1942	Pct.
Men—Group I (Owners, officials, managers, insurance agents, real estate dealers, lawyers, doctors, scientific professions, retailers, salesmen, artists, authors entertainers.)	192	201	+5	1167	1672	+43
Men—Group II (Clerks, students, foremen.)	126	96	-24	397	318	-20
Men—Group III (Teachers, clergymen, farmers, nurses, skilled workmen.)	49	61	+24	176	243	+38
Men—Group IV (Semi-skilled workmen, unskilled workmen, laborers.)	42	37	-12	84	110	+31
Men—Group V (Retired or unemployed.)	0	1	..	0	10	..
Men Totals	409	396	-3	1824	2353	+29
Women Totals	91	104	+14	179	233	+30
Grand Totals	500	500	..	2003	2585	+29

There was a moderate increase in the number of policies sold to occupational group I, but a great increase in the amount of insurance sold to that same group. The average policy in this group amounted to over \$8,300. The proportion of cases sold under group II actually declined somewhat, although the average policy increased very slightly. As

was to be expected, there was an increase in group III, which includes skilled workmen. Most of this increase, however, has been traced to certain agents who have their natural markets in this group, and who have, therefore, shown a very considerable increase in paid production in recent months. The group containing semi-skilled workmen, unskilled workmen and laborers shows a slight decline, and women show a material increase, due in all probability to higher proportion of women at work and higher wage scales in general.

When the same 500 cases are subdivided according to income groups, prestige prospecting again shows up in a most favorable light.

Incomes—Men Only

	Number of Policies			Amount of Ins. in M.		
	1941	1942	Pct.	1941	1942	Pct.
Under \$1500	62	20	-68	135	58	-57
\$1500-\$2499	94	98	+4	292	383	+31
2500-4999	101	125	+24	499	588	+18
5000-7499	37	48	+30	264	371	+41
7500 and over	45	59	+31	507	868	+71
Unknown	70	46	-34	128	85	-34
Totals	409	396	-3	1824	2353	+29

It is significant that the largest volume of business comes from those making \$7,500 and over. The number of cases increased from 45 to 59 and the volume from \$507,000 to \$868,000. In this group the average policy amounted to over \$14,000. As was to be expected, all income groups except the smallest group showed material increase. The substantial decline in the number of cases in the lowest income group probably means that the clients in that group in May, 1941, moved to higher income groups by May, 1942.

Regrouping by Ages

Another regrouping was made by ages. It is interesting to note that insurance on those under age 35 decreased, while insurance on persons over that age increased.

Ages—Men Only

	Number of Policies			Amount of Ins. in M.		
	1941	1942	Pct.	1941	1942	Pct.
Under 15	27	19	-30	52	38	-27
15-19	33	20	-39	91	43	-53
20-34	211	182	-14	793	880	+11
35-49	107	139	+30	652	1077	+65
50 and over	31	36	+16	237	314	+32
Totals	409	396	-3	1824	2353	+29

Very naturally a shift in emphasis has occurred. With a large number of men going into the armed services, it is natural to look for a decline in insurance on the younger ages. Why this should

in the military service accounted for only 7 percent of the volume of insurance written in May, 1941, leaving 93 percent to come from other sources. Only 6 percent of the May, 1941, volume came from agents who have since left the company for other reasons, and these doubtless include a number of men who have left to engage in defense industries of one kind or another. The defense industry group is apparently swollen by a number of marginal men who took the first opportunity to turn from what was, so far as they were concerned, an unproductive field. This conclusion is substantiated by the fact that their average policy amounted only to

\$2,900 against a company average in May, 1941, of over \$4,000.

Conclusions: No one will deny that since the war risk drive gave the life insurance business a temporary stimulus, there has been a decline in issuance of new policies. There is, however, every indication from the above figures that a great deal of money is available. If, therefore, there is a large potential market that is not being written, there are some reasons for this situation. It is suggested that the following reasons may have considerable effect:

1. Because of the war situation, the minds of both agents and public are disturbed and insecure. Until 1943 income tax rates are known and the courses of the draft is finally settled,

such insecurity may continue. However, in view of the experience in past wars, it would be reasonable to conclude that except for certain dislocations, the life insurance business should not be adversely affected in any permanent way by the great cataclysm into which we have plunged.

Lagg Behind Economic Cycles

Life insurance sales notoriously lag behind economic cycles. We did not reach our peak of sales until the boom of the twenties was well under way. We did not reach the bottom of our decline until most businesses had felt the depression of the thirties for several years. It is very likely that we will not feel the upswing of current business until enough time has elapsed for the agent and the public to get back its mental and moral courage.

2. There is some unjustified pessimism on the part of life insurance people. Disregarding the splendid history of achievement that comprises the story of life insurance, we listen with one ear to the pessimism of those around us and with the other ear to the demands for wage security which are a part of the national scene. As individuals, agents are sometimes willing to trade financial opportunity for wage security. And unless the individual is will-

ing to live dangerously as a commission salesman, he probably will not, as an individual, reach the heights which others reach for whom individualism is the order of the day.

3. Knowledge as an end in itself has been overemphasized. I do not mean by that statement to indicate that knowledge of our business is not essential. It is tremendously important, and life insurance can not adequately be sold without it, but knowledge is not enough. It must be applied to be effective. A prospect with \$1,000 of life insurance in force is much better off than a prospect with a fine \$100,000 program and no life insurance in force. The time will never come, in my opinion, when prospects will "apply" for life insurance. It will always have to be sold. We would do well to remember that in constantly advancing the standards of learning requisite for the job of underwriter, we can not disregard the very cogent necessity of actually selling.

A man knows with his brain. He buys with his heart.

Dallas Office for Continental Group

Continental Casualty, Continental Assurance and affiliated companies have opened a new service office at Dallas to facilitate development and servicing of business throughout Texas. The new office will be headed by Robert C. Schetter and Frank L. Harris, associate managers, who will share joint supervision over all departments.

Assisting them will be four associates, E. E. Smiley, Paul Freer, A. R. Smith and C. B. Albright. Mr. Smiley will be superintendent of agents in the liability and surety departments; Mr. Freer, superintendent of the commercial accident and health department and Mr. Smith, superintendent of the disability division, franchise and hospitalization departments.

Mr. Albright will supervise all lines written by Continental Assurance. He joined that company in 1941 as agency supervisor working out of Chicago in Iowa and surrounding territories. Under his guidance, production in Iowa has increased appreciably the past two years. Before his association with Continental he was a leading producer for another company.

J. F. Sullivan Quits Wash. Department for Reinsurance

SEATTLE—John F. Sullivan, assistant Washington insurance commissioner, has resigned, to enter the reinsurance business with Frank Burns Co. of Seattle as associate manager. His work will be wholly in reinsurance. Commissioner W. A. Sullivan said no successor would be appointed but that H. L. Le Clair, deputy commissioner, and Lee Kuechelhan, assistant deputy, would take over the duties formerly handled by Mr. Sullivan.

In addition to supervising the Seattle office of the department, Mr. Sullivan gained valuable experience in insurance legislation. He joined the department when W. A. Sullivan took office in 1933. He was especially active in the Western Conference of Insurance Commissioners, having served as secretary of that group.

Mr. Sullivan is a nephew of Commissioner W. A. Sullivan of Washington.

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Medical Directors Set Program for Annual Convention

Military Topics Will Be One of Features of N. Y. Meeting Oct. 21-22

The principal items on the program for the annual meeting of the Association of Life Insurance Medical Directors of America, which will be held at the Hotel Pennsylvania in New York Oct. 21-22, have been announced.

One of the chief topics of interest will be a discussion of "Personal Experiences in the Battle of Britain" by Dr. J. Keith Gordon, Sun Life of Canada, who was in London during the worst of the German bombing.

Mortality Study of Systolic Murmurs

Dr. Earl C. Bonnett, Metropolitan, and Edward A. Lew, assistant actuary Metropolitan, have prepared a paper on "A Mortality Study of Systolic Murmurs," which will be discussed by Dr. Edward J. Campbell, New York Life, and Dr. J. Hamilton Crawford.

"The Effect of Flight on Man" by Colonel Eugen G. Reinartz and "Military Neuropsychiatric Disabilities and Their Treatment" by Dr. Edward A. Strecker of Philadelphia are two talks in the military sphere that hold much interest for the medical directors.

Glucose Tolerance Tests

"A Study of Glucose Tolerance Tests and the Significance of Glycosuria" by Dr. Ernest J. Dewees, Provident Mutual, and Dr. Paul H. Langner, Jr., will be discussed by Dr. William G. Exton of Prudential.

Dr. Gilbert Horrax will present "Criteria of Prognosis After Head Injuries with Respect to Longevity and Disability," and Dr. Peter J. Denker of Equitable Society will discuss the paper.

Other Subjects on Program

Other subjects scheduled are: Breaking the Rule of Thumb," by Dr. O. M. Eakins, Reliance Life; "The Precordial Electro-Cardiogram," Dr. Frank N. Wilson, and "Significance of Small Numbers of Red and White Blood Cells in the Urine," by Drs. David E. W. Wenstrand and Gamber F. Tegtmeier of Northwestern Mutual. Dr. Wenstrand is president of the association.

The annual reception and buffet supper will be held Oct. 21, and there will be luncheons both days.

Philadelphia Actuaries Eye Federal Income Tax

At the first fall meeting of the Actuaries Club of Philadelphia, W. Stanley Austin, Provident Mutual, spoke on the proposed federal income tax basis for life companies. After an informal discussion of this topic there was a general discussion of adjustments in home office operation which have been made or are being considered in order to relieve the shortage of trained employees.

Norman Harper, Fidelity Mutual, led a discussion of the types of changes which could be considered under life annuities and annuity options in course of settlement.

The program was arranged by H. Gordon Hurd, actuary of Fidelity Mutual, who was chairman of the meeting.

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L.O.M.A. Elects James B. Slimmon as President

NEW YORK—Life insurance management is meeting the increasingly difficult problem of operating under the war conditions by intensifying its per-



JAMES B. SLIMMON

sonnel and work assignment and by research and planning. Frank L. Rowland, executive secretary of the Life Office Management Association, declared in addressing the association's annual business meeting here.

James B. Slimmon, vice-president of Aetna Life, was elected president of the L.O.M.A. Edmund Fitzgerald, vice-president Northwestern Mutual, was elected vice-president. Those

Losing Many Men Out of Production Line

Life companies are realizing more and more they are losing men going into war service, defense work or something else where there is pretty good pay. Some industrial office staffs have been practically riddled. Perhaps more industrial men have gone into defense industries than any other class. However, the loss of producers is affecting volume and company records show it. Some companies that have watched the situation very closely find that their decrease in business is due almost entirely to loss of manpower.

elected directors include H. T. Polk, treasurer National Life & Accident; R. S. Rust, secretary Union Central; W. J. Adams, comptroller Canada Life; George A. Drieu, assistant secretary Connecticut General, and J. Russell Sykes, vice-president and comptroller Fidelity Mutual. All were elected for two-year terms except Mr. Sykes, who fills the vacancy left by Mr. Fitzgerald's advancement to the vice-presidency. As immediate past president, R. W. Beeson, secretary of Liberty National, becomes a director automatically.

All sessions of the one-day business conference were executive. The agenda included methods for obtaining the maximum use of present office machinery and equipment, release of typewriters for government departments, personnel problems, including the post-war problem of reemploying men and women now in the service, meeting the wage and hour act requirements, with particular reference to traveling employees, and coping with the shortage of trained help and the shortage of qualified applicants; problems

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To Save Rubber

We like those war posters which, aiming at necessary salvage effort by the public, suggest that one way for us to get into the scrap is to get in the scrap.

While most of the salvaged material comes from our homes and factories, a surprising amount can be found just kicking around an office. While the urge is on for scrap rubber many an office discovers that hidden away in desk drawers can be found unused rubber stamps with others packed away in the space dedicated to discarded furniture.

Rubber stamps are handy gadgets. They enable us quickly to imprint titles, phrases, sentences, whole paragraphs, on documents with a guarantee that the imprint will carry no typographical error.

But the use of rubber stamps can also be a nuisance, and often is. An insurance policy or piece of direct mail, clean and fresh as it comes off the printer's presses, instantly loses its tastefulness when the office boy slaps the front page with a casual imprint from a rubber stamp, ruining the good impression that could be made upon the recipient.

Discarded and no-longer-useful rubber stamps should be turned into the rubber scrap pile. And while we have the salvage of rubber in mind, we might all give thought to whether we can't salvage a lot of good printed matter by quitting the too generous use of rubber stamps for imprinting.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY
Chairman of the Board

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Prudential Adopts New War and Aviation Clause

Civilian Travel Exclusion Introduced—Status Characteristic Accentuated

Prudential has adopted new war and aviation clauses for ordinary and intermediate monthly premium policies and has decided to use the clause, with certain modifications, on all weekly premium industrial policies.

The new clause, unlike the one in use since September, 1941, contains a civilian foreign travel exclusion on a results basis.

Insofar as insured in uniform are concerned the clause was revised making it clear that the restriction is on a status basis outside the home area, which is the 48 states, District of Columbia, Canada and Newfoundland. The aviation clause is broadened to exclude full recovery on account of death in an airplane accident except as a passenger on regularly scheduled passenger flight of a commercial aircraft. The former clause referred to military aircraft.

Policies issued with the earlier clause cannot be rewritten with the new clause.

Text of New Clause

The new clause provides that the liability of the company is limited:

(a) If the insured dies outside the home areas from any cause while in the military or naval forces of any country at war, or dies inside the home areas within 6 months after returning thereto and while in such forces or within six months after ceasing to be in such forces, as a result of service outside the home areas in such forces; or

(b) If, within two years from the date of issue of this policy, the insured dies inside the home areas within six months after returning thereto, as a result of an act of war committed outside the home areas while the insured was not in the military or naval forces of any country at war, or dies outside the home areas while not in such forces, as a result of an act of war committed outside the home areas; or

(c) If the insured dies as a result of operating, riding in, or descending from any kind of aircraft, except as a passenger on a regular scheduled passenger flight of a commercial aircraft.

Limited Benefit Unchanged

The limited benefit has not been changed and is, in general, the return of the premiums paid plus 3 percent interest.

In Minnesota the aviation limitation is effective only during the first two policy years. Because of this incomplete limitation it will be necessary to restrict the amount of ordinary insurance issued on young men who may be presumed to be potential aviation risks under present-day circumstances. Not more than \$5,000 of ordinary insurance will be issued in Minnesota on the life of any unmarried male who has not yet attained age 30. In some instances it may be necessary to reject applicants who are at present exposed to aviation hazards.

The war clause in weekly premium industrial policies will be the same as the ordinary and intermediate monthly clause, except that the aviation limitation is omitted and the limited benefit is not less than one-fifth of the face of the policy.

The new war and aviation clauses in ordinary and intermediate monthly pre-

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New State Mutual Head Makes First Visit to Field

White Wins Affection of Agents on Buffalo, Chicago, Detroit Trip

George Avery White, the new president of State Mutual Life, has returned to the home office, after making his first visit in the field since assuming the presidency just about a month ago. He had meetings with the field organization in Buffalo, Chicago and Detroit and was accompanied by Robert H. Denny, supervisor of agencies, and Dr. Francis Bicknell, assistant medical director.

Mr. White instantly won the affection of the producers that had the opportunity to meet with him. He is but 45 years of age and has had a successful career as a lawyer and as a banker. He is the type of man whose presence inspires courage and confidence and it was obvious that the producers who heard him and spoke with him got a new grip on themselves and their calling in these days when so many in the field are beset with misgivings.

Last Thursday the home office group had a meeting in the morning with members of the John Pennington agency in Buffalo and then Mr. White addressed a luncheon of the agency force augmented by a number of bankers and business executives of the city. On Friday there was likewise a meeting in the morning and a luncheon for the Joe C. Caperton agency of Chicago and on Monday there was a similar get together with the John B. Nothhelfer agency there. Then on Tuesday Mr. White and his associates gathered with the Guy Reem agency in Detroit.

Interesting Picture Shown

At these meetings there was given the first showing of a colored moving picture that was taken by Dr. Bicknell showing the steps that are involved at the home office in handling an application. It was found that there are 225 operations involved in putting through an application and the picture traces most of these steps. Dr. Bicknell is an amateur photographer and he makes no claim that the picture is of professional quality, but those that saw it were pleased and edified.

At the Caperton agency luncheon, Mr. Caperton presented to Mr. White 12 applications for \$45,000 that had been sold especially for the occasion in the two or three days prior to the visit.

Mr. White, while in Chicago, looked into the mortgage and real estate situation there, as State Mutual has been a substantial investor in that city. Mr. White expressed gratification at the results in Chicago and said that State Mutual intends to invest substantially there.

Future Told in Field

Mr. White said that he desires to get acquainted with the field at first hand because he realizes that the future of the life insurance business is being written in the agencies, not in the home office. He thus went out to see where insurance is being sold. He made the telling analogy that center field looks a lot bigger out there to the center fielder than it does from home plate.

Mr. White said that the question arises should life insurance be sold during the war. His answer is that no-

(CONTINUED ON PAGE 13)

Holmes Disputes Caminetti's Theory on Reinstatement

Commissioner Holmes of Montana has made public his reply to Commissioner Caminetti of California, who has taken the position that the life companies cannot insert a war clause or change the disability or double indemnity benefits when reinstating a policy. Mr. Caminetti sent copy of his ruling to the commissioners of other states. Mr. Holmes differs with the California commissioner.

According to Mr. Holmes, the hazard, other than health, surrounding those seeking insurance in time of war is very different from peace time conditions. In normal times the health of the applicant is almost the exclusive test but in time of war other factors become dominant.

Bound by Agreement

So long as the assured continues premium payments, the condition of insurability imposed on him at the time he was accepted cannot be amended. However, when he defaults in payment of the premium he is bound by the agreement that he may reinstate provided that he meets the conditions or circumstances of insurability then established by the insurer. If the insurer's conditions or circumstances of insurability are such that it will not assume the risk if the man leaves civil life and dons a uniform, the assured must submit to this condition, according to Mr. Holmes. Likewise, if the war time conditions or circumstances of insurability in connection with double indemnity and disability benefits is different from those established in times of peace the insured must likewise submit.

Mr. Holmes contends that the fact that an insurer will permit reinstatement under the condition that the disability and double indemnity clauses shall be stricken out and that a war clause rider shall be imposed is but a statement on the part of the insurer as to the conditions and circumstances of insurability and not a penalty on the policyholder for permitting his policy to lapse. He is in no different position from the man who is seeking new insurance today. He also contends that it would be discriminatory for an insurer to apply obsolete underwriting rules in connection with reinstatement. The insurance department, he said, should strive to educate insured that lapsation of a contract does not leave the policy in status quo.

Gas Rationing in Its General Effect on Insurance Men

Rationing Boards Are Hewing Very Closely to the Line with No Favors

BOSTON—Insurance agents in the gas-rationed territory have been given an "A" card and a "B" card. That entitles the holder to about 550 miles of driving each month at 15 miles per gallon of gas. Naturally the holder of the cards gets more or less mileage according to the gas requirement of the car he is driving.

No instance is known where any insurance agent gets supplemental rations above this amount. Probably most agents have been driving 1,000 miles or more each month. In these cases, "A" and "B" cards have been granted without question. Suppose, however, an agent has been driving 500 miles a month, then the rationing boards in eastern states would probably grant this man an "A" card which would cut his mileage to 240 miles a month on the basis of 15 miles per gallon of gas. The tendency is to expect everyone to cut down the amount of driving which he has been doing.

Occasionally when a new agent is appointed, he may have some difficulty in getting additional mileage from the local rationing board. However, persistence results in obtaining the additional gas.

Insurance men are not classified among the essential occupations and only those who are doing some war work incidental to their insurance operations obtain better than the "A" and "B" cards. An insurance special agent who was definitely making regular inspections of war plants, inspections recognized as of value to the war effort, might obtain a "C" card, which would entitle the holder to 470 miles of business driving without use of the "A" coupon good for an additional 240 miles a month. All this would be based on 15 miles per gallon of gas.

In Boston, the Boston Life Underwriters Association was active in con-

Splendid Record



HERMAN GAUCHEL




There are splendid records of continuous systematic production. Herman Gauchel of Racine, Wis., has just passed 550 weeks in the App-a-Week Club of the North American Life of Chicago. He is one of the outstanding producers in his section. In a majority of cases he does not stop at one application a week but often has two or more. His business is known for its persistency record.

Referring with the New England rationing board headquarters to determine the status of life insurance men under the gas rationing plan. The authorities were emphatic in ruling that no insurance man, engaged only in the insurance business and doing nothing having any direct connection with some war defense operation, could obtain better than a "B" ration card.

Since the rubber conservation program head announced that he will follow the recommendations of the Baruch committee, it seems safe to prophesy that insurance men generally in the United States will not fare any better than they have been faring in the 17 gas-rationed states of the east. This conclusion is reached because the Baruch committee recommends that the average automobile mileage be held

(CONTINUED ON PAGE 14)

Our Seventy-fifth Anniversary Year

1867    1942

EQUITABLE LIFE OF IOWA

HOME OFFICE • DES MOINES

Name N.A.L.U. Committees for New Year

Furey Heads Managers Group; Hartshorn Mem- bership

The composition of the committees of the National Association of Life Underwriters for the 1942-43 administration are announced by President Grant Taggart.

Of the standing committees, particular interest is always shown in the general agents and managers group of which W. Rankin Furey, Berkshire Life, Pittsburgh, an N. A. L. U. trustee, is chairman; membership of which W. W. Hartshorn, Metropolitan Life, Hartford, is chairman; women underwriters of which Elsie M. Matthews, Connecticut Mutual, Newark, was reappointed chairman; state law and legislation of which Philip B. Hobbs, Equitable Society, Chicago, has been reappointed and federal law and legislation of which John A. Witherspoon, John Hancock Mutual, Nashville, immediate past president, is named chairman.

Of the special committees it is noteworthy that William H. Andrews, Jr., Jefferson Standard, Greensboro, new N. A. L. U. secretary, has been reappointed chairman of national war savings. He has made a magnificent record so far and he continues to be in charge of this great patriotic activity.

Three committees that are ordinarily appointed are not being set up this year due to the war situation, those being the committees on convention program, convention attendance and national council meetings. These committees were omitted since no plans have been made to conduct a full dress convention until after the war. The chairmen of the 25 standing and special committees are as follows:

Standing Committees

Agency practices—Clancy D. Connell, Provident Mutual, New York.
Business standards—Homer L. Rogers, Equitable Society, Indianapolis.
By-laws—Earle H. Schaeffer, Fidelity Mutual, Harrisburg.
Conservation—Paul H. Dunnava, Canada Life, Minneapolis.
Cooperation with attorneys—Edward J. Dore, Mutual Benefit, Detroit.
Cooperation with trust officers—Paul H. Conway, John Hancock Mutual, Syracuse.
Cooperation with U. S. Chamber of Commerce—John D. Moynahan, Metropolitan, Chicago.
Education—Roy Ray Roberts, State Mutual, Los Angeles.
Finance—Walter E. Barton, Union Central, New York.
General agents and managers—W. Rankin Furey, Berkshire Life, Pittsburgh.
International Council—George E. Lackey, Massachusetts Mutual, Detroit.
State law and legislation—Philip B. Hobbs, Equitable Society, Chicago.
Federal law and legislation—John A. Witherspoon, John Hancock Mutual, Nashville.
Local association administration—Ralph W. Hoyer, John Hancock Mutual, Columbus, O.
Membership—Wilbur W. Hartshorn, Metropolitan, Hartford.
Past national presidents—Charles C. Thompson, Metropolitan, Seattle.
Publications—Clifford H. Orr, National Life of Vermont, Philadelphia.
Resolutions—Lester O. Schriver, Aetna, Peoria.
State and regional associations—Jul

B. Baumann, Pacific Mutual, Houston.
Women underwriters—Elsie M. Matthews, Connecticut Mutual, Newark.

Special Committees

Agents' compensation—Harry T. Wright, Equitable Society, Chicago.

Cooperation with American College—Howard C. Lawrence, Lincoln National, Newark.

Life insurance information—Sidney Wertimer, Prudential, Buffalo.

National war savings—William H. Andrews, Jr., Jefferson Standard, Greensboro.

Research Bureau advisory—R. Maxwell Stevenson, National Life, Pittsburgh.

Holgar Johnson to Give Dinner for A. L. C. Group

Holgar J. Johnson, president of the Institute of Life Insurance, is giving a dinner at the Edgewater Beach Hotel in Chicago, Oct. 6, to which are invited all those attending the meeting of the American Life Convention. Mr. Johnson at that time will set forth the significance of the Institute's "Keep Well Crusade," telling the objectives and explaining how each person in the business may contribute to the success of this patriotic endeavor. Mr. Johnson held a meeting for a group of company executives in New

York last week. He was in Chicago Tuesday of this week addressing the meeting of the Medical Section of the National Fraternal Congress.

Form Delaware A. & H. Unit

William J. Sharp of Monarch Life has been elected temporary president of the newly organized Delaware Association of Accident & Health Underwriters. The meeting was held at a luncheon in Wilmington. The organization will be affiliated with the National Accident & Health Association. The temporary vice-president is J. P. Hammond and secretary, Maurice B. Cooper.



THEY'LL BUY JUVENILE

Sam Morgan, the proud father of three-day old Junior, picked up the telephone and called Phil Brown—"Phil, this is Sam Morgan. Are you busy tonight? Well—come up about 7:30. Want to talk with you. What about? Why Junior of course."

Phil Brown had called on Sam Morgan many times in the past 15 months but the present day objections—fear of the draft and next year's higher taxes—overshadowed the benefits of increased protection so Sam didn't buy. But, now it's different. Sam has Junior and Junior must be protected.

The birth rate is now breaking all records. The market for Juvenile insurance is therefore increased. Resistance to the sale is low. The Midland Mutual has many different types of policies specifically designed to accomplish what fathers have in mind for their children. The age limits are from one day to fourteen years, nearest birthday. Payor features are available. If you are not equipped to write Juvenile insurance get in touch with The Midland Mutual.

Geo. W. Steinman, President

The Midland Mutual Life Insurance Company
Columbus, Ohio



Minnesota Mutual Parley in St. Paul

Advertising Results Show Plenty of Salesmen Are Available

ST. PAUL.—There never has been a time in 18 years when conditions for building an agency were more favorable than now, H. C. Beckham, assistant superintendent of agencies, told general agents of Minnesota Mutual Life at a three day conference here.

"Thousands of good men are loose and looking for jobs," he said. To prove his assertions, Mr. Beckham detailed results of want ads for salesmen run in several cities. He dwelt particularly on results of a \$5.02 ad run in a Minneapolis daily that brought 84 replies. Many of them were from high class business men—salesmen, merchants, manufacturers thrown out of their regular work by the war. Their ages ranged from 30 to 55; their incomes in their recent jobs from a few thousand a year to \$16,000 a year.

Out of these 84 men who replied, names were eliminated for one reason or another until there were 28 left who were regarded as suitable to take the company's test and who did so. Out of these 28, there were 16 the Minneapolis agency would like to sign up.

Put On Demonstration

Mr. Beckham and Paul Williams, Minneapolis general agent, put on a demonstration of an interview of one of these prospective agents with Mr. Williams, Mr. Beckham acting the part of the recruit.

Skeptical general agents wanted to know whether the advertisement mentioned life insurance and whether subsequent telephone conversations with the recruit explained the nature of the business he was entering. Mr. Williams said the advertisement did not mention the business and if the prospective agent asked over the telephone what kind of business it was he was told it was "investing." But it was the opinion of Mr. Beckham and Mr. Williams as well as other general agents present that mentioning the type of business would make no difference with many of the prospects.

Get Replies From Women

In addition to Minneapolis similar advertisements were run at Cincinnati, Nashville and one or two other cities with correspondingly favorable results. Mr. Beckham also told of an advertisement run at Minneapolis to attract women dependent on social security for their main support. The advertisement suggested a way to add to their income and brought in several interesting letters, some of which were read. These letters from women were so good from a life insurance sales standpoint, as showing the tragic need of many women to add to their social security income that the general agents asked that they be provided copies as sales material.

Results with Women Agents

Mr. Beckham said that every year there are 400,000 American women who are left with insufficient income. Lloyd Douglas, general agent at Detroit, told of results with women agents in his office and George H. Hammerlein, Cincinnati, said he was heartily in favor of women agents but when he said they were more emotional than men and often more of a problem to handle he stepped on the toes of Mrs. Ralls of Texas who took vigorous exception. She said the women cost less money and are less trouble than the men agents and also are less emotional.

In opening the conference, Vice-President Harold J. Cummings outlined in detail a new contract to be offered the agents designed to simplify bookkeeping, encourage persistency and make the agency business more profitable. President T. A. Phillips told of difficulties

Schnell Heads Association of Penn Mutual Agents

Frederick A. Schnell, general agent of Penn Mutual Life at Peoria, Ill., was elected president of the Penn Mu-



FREDERICK A. SCHNELL

tual Agency Association at the annual meeting. Mr. Schnell is president of the Illinois Association of Life Underwriters.

Dorion Fleming, New Orleans, and Forrest J. Curry, San Francisco, were elected vice-presidents. Gaius W. Diggs of Richmond was elected secretary and E. L. Reiley of New York, assistant secretary. Ben Hyde of New York was elected treasurer. All officers are general agents of Penn Mutual.

which have beset the life insurance business in recent years.

Farmers are excellent life insurance prospects today; they have more money to spend than they have for many years; agents who neglect them are missing a bet. Such was the considered judgment of several general agents who participated in a sort of a clinic on farmer selling at the Tuesday session.

"There never have been as many life insurance prospects as now; never a time when there was so much money in people's pockets," Vice-president Cummings said in opening the session. "I am amazed at the blackout in our thinking that there is no business today. You are now in the finest market you ever have experienced or ever will." Then he quoted figures showing that farmers and working men this year will have \$75,000,000,000 net, or twice as much as they had a few days ago.

North Dakota Man's Method

Charles Simpson and his son, Jay, who for many years have represented Minnesota Mutual in North Dakota, put on an actual demonstration of how they approach and sell farmers in that state. They were assisted by Mrs. G. A. Ralls of Texas, who acted the part of the farmer's wife.

"There are all kinds of farm business available if we go after it in the right way," declared Charles Simpson. He said his practice is never to make a previous appointment; take a post-dated check rather than a note; make a connection with local bankers on a sliding percentage basis to furnish leads, assist in sales or do the entire selling. Farmers are sometimes hard to sell but once they are on the books the lapse ratio is lower than in many other groups, he said.

Others who told of their experiences in selling farmers were Leo Book, Amarillo, Tex.; Will Bateman, Tarboro, N. C.; B. L. Weide, North Platte, Neb.; Frihoff Allen, Phoenix, Ariz.; George Nowotney, New Braunfels, Tex.; How-

ard DeVries and E. J. Owens of Minneapolis.

Earl Moore, Los Angeles general agent, whose business for the first eight months this year was 100 percent ahead of last year, led a discussion on selling the defense worker who, he said, is today providing 70 to 75 percent of his agency's business.

How, when and where to sell the defense worker are the three major questions confronting the agent who goes after this business, Mr. Moore said. To get names, he suggested patient searching of the city directory; classify the names by occupation, then circularize them to pave the way for interviews. "Use the directory thoroughly and you will get all the names you need," he promised. In the case of his own agency, returns to circular letters range from 8 to 15 percent; have gone as high as 18 percent.

Another major source of prospects is referred leads, which are used assiduously in the Moore agency. The ironclad rule is to have all interviews in the home with the wife present and her importance in the picture played up. "If necessary, make the entire presentation to the wife," he advised. Arousing the enthusiasm of the prospect and his wife over the purchase of life insurance as a patriotic move is proving excellent

psychology, Mr. Moore said. Another thing is to make the prospect and his job important in the war effort.

Should the prospect raise the question: "What if I am called into the service?" tell him there are three things he can do: Let the government take care of his premiums during his service and repay them later; the wife can take a job and carry the insurance, or premiums can be stopped temporarily and the policy reinstated upon the prospect's return from the service.

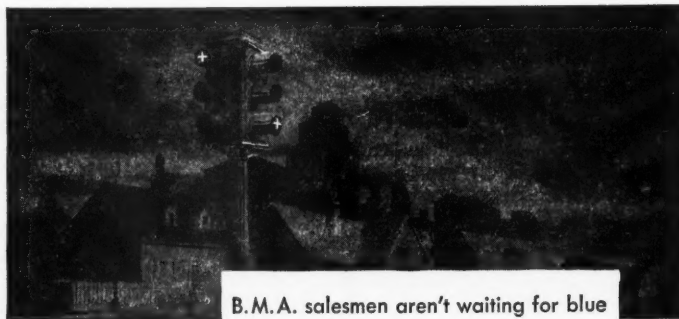
Mr. Moore gave some figures on the earnings of men in his agency and the average amount of business they are writing. Average monthly earnings, he said, are \$256.

At a dinner attended by visiting general agents and home office employees, President T. A. Phillips presented gold service pins to 175 men and women who have been with the company five years or more.

Plaques Mailed to Women

Plaques are now being mailed to all qualifying members of the Women's Quarter Million Dollar Round Table, of which Martha Wasburn Allin, Minneapolis, is chairman. Balloting also is in progress on the new chairman and announcement of the selection will be made soon.

No blackout on effort!



B.M.A. salesmen aren't waiting for blue skies or the all-clear signal to carry on with the important job of protecting the Home Front. They cannot stop death or destruction but they can lighten the burden that falls upon those who are left behind. ● They can keep incomes going when sickness or accident make their inevitable calls and pay hospital bills in time of need. They can put children through school and bring the joy of financial independence to old folks. ● That's what B. M. A. salesmen can and are doing every hour of every day because they want to get this war over with as much as you and I.

BUSINESS MEN'S
Assurance Co.

KANSAS CITY, MISSOURI

Expect Sales Gains After Readjustments

Production Experiences in Canada Related by Baker in San Francisco

SAN FRANCISCO—If the experience of life insurance in the United States continues to parallel that of Canada since it entered the war, life underwriters may look forward to outstanding increases in business, according to H. A. H. Baker, vice-president Great-West Life, speaking before the San Francisco General Agents & Managers Association.

To enjoy these increases, however, there may have to be readjustments and changes in some agency methods and types of business sold, he said. The recent Canadian increases followed readjustment in economic life of the nation as well as in that of agency and selling methods.

During the first 18 months of the war, at least 25 percent of the Great West Life's agency organization was lost through the war effort, however, through strenuous recruiting efforts, it now approximates the pre-war number. This, he pointed out, means that with the enormous increases in amount of business written with approximately the same number of agents, income of agents is today without doubt, higher than at any previous time.

Recruiting Is Difficult

When money is easy, as at present, recruiting is always more difficult, and when money is not easy, recruiting is less difficult. But, as Mr. Baker pointed out, it is the duty of general agents and managers to continue their recruiting efforts in the face of difficulties. These may be carried on, he said, among men in the higher age brackets, among those disabled through military service, former salesmen for commodities no longer obtainable. Citing specific instances of the success of such recruits, he said that in his company a number in these classifications were writing a consistently high volume of good business. That the age bracket of agents will be higher was demonstrated by his figures showing that in 1939 the average age of agents was 30 years; while during the first quarter of 1942 it jumped to 37. For the year to date there has already been another jump in average age of agents to 39.

Canadian Law a Hurdle

One hurdle in Canada which does not face general agents and managers in United States, he pointed out, is the law that private individuals or organizations may not hire or even discuss hiring with men or women of any age until they receive a permit from the government.

The income tax exemption for life insurance was one of the greatest boosts the business has ever had in Canada. It was found that many people did not have the maximum amount allowed under the deduction and resulted in the sale of a large volume of life insurance without any "fancy contracts" or by-products.

As to gas rationing, Mr. Baker said it is a distinct blessing in disguise and that as a result agents are not running from one town to another in pursuit of real or fancied business, but rather are working their own immediate territory; using street cars and other types of transportation where necessary.

Women Situation Viewed

As to recruiting among women, Mr. Baker said that while his company has not gone into this to any great extent, where it has been done, it has been found that women follow instructions and suggestions much more closely than the average man agent. He feels that in the event women are employed as agents they should have a department segregated from that of the men.

Another reason for the increased production in Canada is that dollars are no

longer in the hands of the wealthy, but are now well spread. Former "white collar" agents are finding fertile fields among those employed in industrial plants, particularly among the higher class technical workers. These agents, he said, have adapted themselves to working in the industrial and factory sections to the point where, in some instances, companies have found the volume of this business justified the establishment of new branch offices. Mr. Baker warned, however, that it is not wise to attempt to make the sales in the factories or plants. Rather, he said, the ingenious agent can figure other ways of making contacts with the workers.

Mr. Baker, himself a badly wounded veteran of the last World War, who developed a \$10,000,000 agency in Minneapolis before joining Great West's home office staff, said that some of his company's new agents are veterans of the present war, already discharged of disability and he indicated that as such veterans of the United States armed forces are discharged for the same reason, it is possible that producing agencies may be strengthened from the ranks of these men.

Alabama Agents Request Reappointment of Julian

BIRMINGHAM, ALA. — Reappointment of Frank N. Julian as superintendent of insurance of Alabama was asked this week in letters sent to Governor nominate Chauncey Sparks by the Alabama Association of Insurance Agents and the Birmingham Association of Insurance Agents. The new governor takes office in January and presumably will make his appointments soon thereafter. So far as is known, no one else has applied for Mr. Julian's post.

New NATIONAL ADVERTISING

featuring

GLUYAS WILLIAMS

New England Mutual has retained the outstanding cartoonist, Gluyas Williams, to depict in his inimitable way a series of "War-time Readjustments" on the home front.

Offering a welcome change of pace from the grimmer news of the day, the illustrations are already creating an unusual amount of reader attention and a favorable background for the messages, which are entirely serious.

In brief, each "War-time Readjustment" will point the way to sacrifices which can indirectly furnish the finances for the purchase of life insurance... and each will develop certain features of the New England Mutual contract which provide the answer for the prospective buyer who hesitates to make a long-term commitment.

The advertisements, the first of which is here reproduced, will appear at regular intervals in the *Saturday Evening Post*, *Time*, *Newsweek*, and in the alumni publications of two dozen prominent colleges and universities from coast to coast. In this latter group, the practice will be continued of listing names of agents in their own college magazines.



THE EASBYS ENJOYED ALL THE DISCOMFORTS OF VACATION — RIGHT IN THEIR OWN BACK YARD

WAR calls for all kinds of family adjustments — some amusing, some not. But they do bring a new sense of values.

Most families are learning to know each other better — to live more simply — to do without little luxuries in order to take care of big necessities.

That usually means War Bonds first — then life insurance. Both are certain investments in an uncertain world. Both help check inflation. Both boost the war effort, for a good part of each insurance premium goes into Government securities.

Families need the protection of life insurance today more than ever before. No other purchase provides so much protection for so few

dollars. Let one of our *Career Underwriters* show you how New England Mutual's contract helps to finance itself through times when premium payments may be more difficult than usual.

Here are some of the advantages of a New England Mutual contract

1. DIVIDENDS begin at the end of the first year.
2. CASH VALUES begin at the end of the second year.
3. A PREMIUM LOAN is available toward payment of the second annual premium.
4. CONVERSION to Retirement Income or higher premium plans requires the payment of difference in reserves only.

New England Mutual
Life Insurance Company of Boston

George Willard Smith, President

Agencies in Principal Cities Coast to Coast
THE FIRST MUTUAL LIFE INSURANCE COMPANY CHARTERED IN AMERICA — 1825

Bridgeport Association Welcomes Rutherford and Other Guests

BRIDGEPORT, CONN.—James E. Rutherford, executive vice-president of the National Association of Life Underwriters, was the speaker at the opening meeting of the Bridgeport association.

Mr. Rutherford said in part: "The war and its ramifications has greatly increased the needs of life insurance, and the insurance men of the nation who are engaged in selling war bonds as well as aiding numerous war efforts also have the task of finding the requirement of their clients who today have a need for the security of their business, their future estates and the welfare of their families." He said that life insurance goes to war armed with the good old fashioned religion of life insurance as a protection to homes, wives and children.

R. C. Gilmore, president of the Bridgeport association, presided at the meeting and introduced Wilbur Hartshorn of Hartford, national trustee, and the latter introduced Mr. Rutherford.

Guests included Robert Stockton, agency assistant of the Connecticut Mutual Life who was introduced by Mr. Gilmore as were the following: Herbert Behan, president Connecticut association; Frank Alberts, president Hartford association; R. C. Mix, president of the New Haven association.

The president introduced the first two women agents of the Bridgeport association, Mrs. Elisabeth M. Van Cleve, Connecticut Mutual Life, and Mrs. Glenn S. Allison, Penn Mutual Life. An entirely new division of the Bridgeport association was inaugurated and is now known as the women's division, chairman of which is Mrs. Van Cleve.

Reliance's Carolinas Appointment

A. R. Roberts has been appointed manager of Reliance Life for the Carolinas department with headquarters in Charlotte, N. C. He is 39 years of age and is a graduate of Indiana Central College of Indianapolis. He was engaged in Y.M.C.A. work for 11 years and resigned as general secretary of the Charlotte Y.M.C.A. in 1936 to go into life insurance. More recently he has been city supervisor of Jefferson Standard Life at Charlotte. He wrote considerable personal business in conjunction with other men. In six years this amounted to \$1,788,000.

Browning to Springfield, Ill.

C. A. Browning has been appointed district manager for New England Mutual Life at Springfield, Ill. He will have offices in the Myers building.

Mr. Browning has been out of life insurance for several years looking after farm interests in the Springfield district. He previously had 15 years of successful life insurance experience in Chicago with Phoenix Mutual, and led his office in production for several years.

Agency Officers, Bureau Meet

The annual meeting of the Life Agency Officers Association and the Life Insurance Sales Research Bureau will be held at the Edgewater Beach Hotel, Chicago, Nov. 17-19. The meeting may be somewhat abridged or limited. Some companies have been sending three or four men to this convention and will probably cut down to two.

Bankers Mutual Correction

The Underwriters Hand-Book of Illinois recently published for 1942 and the reprint booklet "Record of Insurance in Illinois" by an unfortunate typographical error give the incorrect figure of \$2,284,028 as the amount of insurance in force for Bankers Mutual Life of Freeport, Ill. The correct figure is \$12,284,028 which is a 10.3 percent increase of insurance in force at the end of 1941 as compared with the previous year. In 1941 Bankers Mutual wrote \$1,271,000 in Illinois which was an increase of 12.4 percent over 1940.

Osler Returns to Research & Review



ROBERT W. OSLER

Robert W. Osler has been appointed associate editor by the Insurance Research & Review Service, Indianapolis, where he will assist Paul Speicher, managing editor, in the preparation of various publications.

This appointment means the return of Mr. Osler to an organization he left some years ago to become advertising manager for Acacia Mutual.

Completing his undergraduate work at DePauw University, Mr. Osler was a salesman for two years before doing 2½ years graduate work at Butler University and Indiana University, teaching in the latter school for two years before joining the Research & Review.

Mr. Osler lately has been educational director for Central Life of Illinois, where he supervised the company's advertising and sales promotion and assisted Lester Johnson, agency vice-president, in certain phases of field work, particularly the training of new men.

Midwest Life Has Catalogue

Midwest Life of Lincoln, Neb., has brought out a 20-page illustrated life insurance catalogue, which is suitable for distribution to clients and prospects.

The catalogue contains descriptive and illustrative matter pertaining to the more popular life, accident and health policies, and a question and answer section which offers timely suggestions to the salesman and to the buyer for the intelligent purchase and planning of a life insurance estate.

The catalogue is intended to serve its sales force as a prospect finder through circularization offering a free copy of the catalogue; as pre-approach literature, to build up the prospect's interest in and understanding of life insurance; and as a visual sales help in the interview.

Wis. Ruling Affects Company Tax

MADISON, WIS. — Commissioner Duell has been advised by the attorney-general's office that dividends on share certificates issued by federal savings and loan associations must be included in the gross income on which the license fee of domestic insurance companies is computed.

The partial exemption of federal savings and loan associations from tax extends only to the association itself and not to a holder of its certificates who realizes income from those certificates. The court points out that the theory that a tax on income is legally and economically a tax on its source is no longer tenable.

Boston Actuaries Meet Oct. 7

The Actuaries Club of Boston, with Jarvis Farley as chairman, will open its series of fall discussions Oct. 7. There will be discussions of current company experience; bases for the calculation of reserves by the Massachusetts depart-

ment adopted recently in lieu of the seriatim method; experience with Hollerith or other machine methods of reporting reserve data under schedules A and B to the Massachusetts department; methods used in determining the reserve tax for states in which reciprocal tax laws apply; estimated cost of such provision in excess taxes as compared with those payable under a premium tax law; report on developments in connection with new mortality table and nonforfeiture laws, and municipal and state pension systems in Massachusetts, with special reference to taxation for payments and for reserves.

Companies Contribute Typewriters

NASHVILLE—National Life & Accident and Life & Casualty have shipped 107 typewriters to the War Production Board as a further evidence of their desire to support the war effort.

Open Okla. Season Oct. 19

The Oklahoma General Agents & Managers Club will open its season Oct. 19. Membership is the largest in its history, having increased one-third the past year.

Illinois Bankers Launches Its 1942 Loyalty Campaign

As in the past three years Illinois Life starts on Oct. 1 its annual loyalty campaign, through which the agents devote their efforts during October and November to extra production efforts, with attractive extra compensation to all and prizes to the winners in both volume and number of applications.

The campaign started with a two-day agency meeting at the home office where the top producers exchanged sales ideas under the guidance of Hugh D. Hart, vice-president and agency leader.

The excellent liquid condition of Illinois Bankers was pointed out to the agents. Illinois Bankers as of Oct. 1 has \$2,000,000 of cash and has \$2,750,000 in government bonds. Thus between 20 and 25 percent of the assets are represented by cash and government bonds.

More than 30 top producers attended the meeting and each presented at least one sales idea which had been found successful.

Pacific Mutual Life has begun its annual six weeks inter-agency contest which will run through to Oct. 31. It is being conducted as an airplane flight.

★ You Can't Overlook 13,000,000 Working Women

IF MORE sales are to be made to women, it follows that the most sales will be made by Agents who have the best policy forms to offer them.

THE Occidental Agent can offer such contracts as these (among others):

► Monthly Income Disability—working women need this particularly.

► Accident and Sickness Insurance with extended coverage for women's diseases.

► Term insurance (choice of 11 forms).

► Regular forms of Life and Endowment policies.

FOR FURTHER INFORMATION, WRITE TO
V. H. JENKINS, Vice-President

OCCIDENTAL LIFE
INSURANCE COMPANY OF CALIFORNIA
LOS ANGELES

Shanghai General Agent Relates War Experiences

LOS ANGELES—P. M. Anderson, Shanghai, China general agent for Occidental Life of California, attended the company's Conquistadores Club convention in 1941.

Before returning, when friends asked him what he would do if war broke out between Japan and the United States, he replied: "If worst comes, it will probably mean a long diet of fish and rice which I don't like, or a tramp from Shanghai to the Burma Road, which is a long walk."

This week he arrived here at the home office, having experienced the diet of fish and rice for a short period, and after having been a prisoner in the infamous Bridge House along with J. B. Powell, American editor whose story has been widely publicized.

Planned to Leave Shanghai

In an interview covering his experiences, Mr. Anderson said that on Dec. 6 he and some of his American intimates received word that hostilities probably would break out in five days. They made hurried plans to leave Shanghai on the day before the storm was to come, thus giving them time to get outside Japanese controlled territory and safely on the way to Chungking. But the action began at 4:30 a.m. the next morning when a Japanese cruiser began shelling U. S. and British gunboats. Patrols of Japanese navy, army and gendarme immediately took over the city amid great confusion.

Liquidate All Organizations

Almost immediately the Japanese clamped down and began "liquidation" of all large organizations, including the banks, insurance companies and petroleum and shipping firms. During four months the Japanese went through the pompous motions of "liquidating," not only the Asiatic branches, but also the entire corporate structure of such giants as Standard Oil, Asiatic Petroleum (Shell) as well as Occidental Life.

The chief liquidator for insurance firms, a representative of the Toyoda Mutual Life of Tokio, was disconcerted to find that Occidental had little funds on hand which the Japanese could loot. Owing to foresight of Mr. Anderson and the home office only \$1,500 was on hand. This liquidator, in his conversation with Mr. Anderson, had this to say: "Mr. Anderson, your company is insolvent. Why, you haven't enough money on hand to pay a small claim. Don't you know that?"

"Yes, I suppose we haven't. I hope we don't have any claims," replied Mr. Anderson.

"But isn't that stupid management," was the next question.

"Well, yes, for ordinary times," Anderson replied. "But for us it didn't turn out so bad in view of what happened. After all, it was pretty smart management, don't you think?"

The liquidator admitted the fact.

Headed American Association

Mr. Anderson was called on to play a leading part in the negotiations between the Americans and the occupation forces. He had been elected head of the American Association. When the outbreak of war closed all diplomatic and consular channels, the brunt of caring for Americans in occupied China fell on him and the American Association, as well as the American Red Cross, in which he was very active as its local head. Thus he found himself in many instances the de facto representative of the United States, working through the Swiss consulate and the companion British organization.

A smooth functioning relief organization was set up and at one time was feeding 450 destitute Americans. The relief organization was able to purchase sufficient coal for cooking and cereals to feed the remaining American colony for two years should it become impossible to repatriate them.

Numerous Americans turned up of whom the American authorities or the American colony had no records.

No Real Atrocities

There were no incidents of real atrocities in the Shanghai area against Europeans or Americans, although gendarmes indulged in a great deal of bullying. Mr. Anderson was slapped once by a Japanese civilian—whose face he well remembers for future reference.

At 3:30 a.m. March 4 Mr. Anderson was awakened and hustled off to the Bridge House by Japanese police. Following a short questioning he was

thrown into a filthy, unheated cell—19 x 9 feet—which already contained 26 other persons, two Americans, one Britisher, three Japanese (including an army captain who was perhaps a stool pigeon) a lone Russian who twice tried to commit suicide, and 19 Chinese, including one woman with a four-month old baby. This was the same cell occupied by Powell.

Food consisted of rice soup for breakfast, a bowl of cold rice at noon and one at night, with sometimes a fish head or piece of cold pork fat. There was "tea" twice a day. Sanitary facilities consisted of a large bucket in a corner—emptied once a day. Inmates were forced to sit cross-legged in three lines without talking to one another—for 14 hours a day.

After five days of this, softened by the thoughtfulness of friends who managed to send in some food and the industry of

a Chinese terrorist prisoner who picked off and killed lice for a half bowl of rice, Mr. Anderson was released through the efforts of the International Red Cross.

He said that the Chinese terrorist had succeeded in killing four Japanese officers before the police could catch up with him.

Following his release from prison, Mr. Anderson spent the balance of the time before sailing as head of the American Association. In selecting those to be repatriated from the Shanghai area four preferences were established: Diplomatic and consular officers, Red Cross representatives; accredited newspaper correspondents; persons who were persona grata to the Japanese. He came home under the last classification, although he also qualified under the Red Cross classification. He sailed on the Comte Verdi, saw the wreckage in the Sunda

(CONTINUED ON PAGE 12)

"SEE OUR OCTOBER NATIONAL AD, RALPH?
STRAIGHT FROM THE SHOULDER, ISN'T IT?"

"RIGHT, JIM! IT SHOWS HOW OUR
EXPERIENCE AND TRAINING CAN
HELP EVERY FAMILY MAN..."



"Jim, that kind of advertising builds up confidence in John Hancock agents—and makes our calls more productive. There's real power behind this campaign, too. Just think of the circulation this advertisement will have—over 18,000,000 people! That means more people thinking about life insurance and about John Hancock, too!"

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COX, President

J. B. Slimmon Elected as New President of L.O.M.A.

(CONTINUED FROM PAGE 3)

which have arisen in administering the soldiers and sailors civil relief act, and the contacting of policyholders in the armed forces.

Capt. Daniel J. Reidy of the adjutant general's office, formerly of Guardian Life, was the guest speaker at luncheon. He talked on premium allotments in connection with members of the armed forces.

Women are replacing men in many jobs, which in turn has brought new problems in personnel training, Mr. Rowland said. In addition to meeting the problem of getting today's work done, is the problem of training personnel to carry on the management functions that make possible the continuity of life insurance. While many of the people will return after the war, the companies must develop those now with them as well as plan for the additional training of those who have been away.

The degree of efficiency attained by continued attention to personnel training and development of economical operating systems is facilitating the transi-

tion of company offices from a normal peacetime basis to a war footing, with the least possible dislocation.

The association year, he said, has been one of unusual activity for the staff office. It has been called upon to contribute to the solution of many and varied problems. The increasing pressure for lower operating costs to compensate for decreasing interest earnings and present and prospective increases in taxation, the impact of the many government controls affecting operations, and the labor and supplies limitations, have created new demands.

During the year the institute experienced some decline in student registration paralleling the experience of similar educational institutions. However, a number of companies have already expressed their intention to use these educational facilities as a means of training women employees.

Fourteen reports have been prepared and released on such topics as economies in war times, employee relations, wage and hour classifications, purchasing methods, and on other accounting and office management subjects.

One of the most interesting activities of the L.O.M.A. is its information service. Many important and unusual types of operating information are sought by telephone, correspondence and through visits to the staff office. During the past year 332 inquiries for special records and information of this type were made. Considerable interest centered around the subjects of personnel administration, office machinery and equipment, forms and records.

Particular attention has been given by the L.O.M.A. in conjunction with other life insurance organizations in cooperation with the office of the adjutant general in developing better ways of handling the allotment of wages of soldiers for policy premiums.

Prudential Adopts New War Clause

(CONTINUED FROM PAGE 3)

mum policies and the war clause in weekly premium industrial policies will supplement the provision for an additional benefit in the event of death by accidental means to make it clear that this additional benefit is not payable if the death of the insured occurs while he is in the military or naval forces of any country at war, whether death occurs inside or outside the home areas. Because of this limited coverage ordinary policies will not be issued with this benefit if the proposed insured is in military or naval service or expects soon to be in service.

If an ordinary policy providing for this additional benefit is issued and the insured subsequently enters the military or naval forces, the policy, upon request, will be amended to omit the provision for the additional benefit and the premium will be reduced, but if this is done no promise can be made that the benefit will be restored after the insured is no longer in such forces.

The new clauses in ordinary and intermediate monthly premium policies will supplement the provision for benefits in event of total and permanent disability to make it clear that such benefits will not be allowed if disability results from disease originating or bodily injury occurring while the insured is in the military or naval forces of any country at war whether he is inside or outside the home areas, or results within five years from the date of issue of this policy from an act of war committed outside the home areas, while the insured was not in the military or naval forces of any country at war, or results from operating, riding in, or descending from any kind of aircraft except as a passenger on a regularly scheduled passenger flight of a commercial aircraft.

The war clause in weekly premium policies will supplement the provision for a benefit in event of the loss of eye-

sight or limbs to make it clear that such benefit will not be allowed for any physical impairment sustained while the insured is in the military or naval forces of any country at war, nor for any impairment sustained as a result of an act of war committed outside the home areas while the insured was not in the military or naval forces of any country at war.

Men who are already in service or who expect soon to be inducted into service should be informed regarding National Service Life Insurance made available to those in service by the government. Any applications submitted on men who are in service that do not indicate that the applicant has already applied for National Service Life Insurance should be accompanied by a letter from the agent stating that National Service Life Insurance has been explained to the applicant and that he understands that his Prudential policy will contain the limitations.

Because of the more complete aviation limitation in the new clause, the instructions in connection with the aviation question on the ordinary application form should be read as applying only when the benefit in event of death by accidental means is applied for and the amount of scheduled airline passenger travel exceeds 60 hours per annum.

The company is not prepared to grant

coverage for aviation hazards at an extra premium except to civilian pilots who are flying on the domestic scheduled airlines and members of the crew of such planes. Full coverage for this type of flying for not more than \$10,000 will be made available under ordinary policies by amending the war and aviation clause to provide for the payment of an extra premium of \$10 per thousand per annum.

For weekly premium industrial policies there is no aviation limitation contained in the new clause. Aviation risks will be acceptable in accordance with the present rules in the occupational guide of the rate book.

Reinstatement Provisions

In considering reinstatements, any war or aviation hazard has been ignored where the policy has been lapsed only a short time. There are instances, however, where the policy cannot be reinstated unless it is amended by the insertion of the current war and aviation limitation. Every effort should be made to keep in touch with policyholders and persons who can pay premiums so that lapses will be kept at a minimum.

Changes of policies that involve an increase in risk will receive careful consideration. The company will not make changes involving a substantial increase in risk if the hazard due to military or



★ **TOLEDO IS THE FIRST OF THE ASSOCIATION SCHOOLS** to get underway. On Oct. 2, the president, Charles F. Sprague and the school chairmen, "Dinty" Moore and John A. Hill, will greet the more than 100 agents who are expected to enroll. An excellently-managed job!

M. F. BURD and his chairman, "Cal" Fry, are next, the Erie School opening Oct. 31—Erie's third consecutive school.

ROY RAY ROBERTS pointed out at the Chicago N.A.L.U. meeting that courage and vision will be required to go ahead with Association Schools—but without courageous leadership, life insurance will have a hard time winning its battle on the production front.

JACK LAWRENCE is doing a fine public relations job, distributing to the Salt Lake City trust companies, copies of the "Co-operation" article from last month's Advance Underwriting Service.

BURT PRIDDLE of the Dominion Life contracts for the "Paul Speicher Selling Bee" column, the first Canadian company to do so. Thanks, Burt, and give our best wishes to that grand fellow, Steele Mackenzie.

 **PAUL SPEICHER**
Managing Editor
**THE INSURANCE
RESEARCH & REVIEW SERVICE**
INDIANAPOLIS

Wanted DISTRICT MANAGERS FOR LOS ANGELES COUNTY

Where This Well Established Company Has More Than \$25,000,000.00 of Life Insurance in Force

39% of all California purchasing power is now centered in war-booming Los Angeles County!

This old-line, legal reserve Life company is looking for high-grade, capable District Managers to fit into important expansion plans in this area and to aid in servicing the over \$25,000,000.00 of Life business we now have in force in the area.

To qualified applicants, we offer a direct Home Office contract, salary, commission, office expense, and liberal pension plan.

We will consider only men between the ages of 30 and 50 who are "family" men with children, have a good record of personal production and organization work, and are "field trainers" who will follow a specific training program in building an agency organization in this rich territory.

Our present agency staff knows of this advertisement.

Please give a complete record of experience, volume and quality of production last three years, age, and family status in your first letter.

**WRITE IN CARE OF BOX
NUMBER Q-56
THE NATIONAL
UNDERWRITER
175 W. Jackson Blvd.
CHICAGO, ILL.**

naval service or aviation or war is imminent.

Individual ordinary term policies issued without war and aviation limitations will be converted without a war and aviation clause if the new policy is dated prior to Jan. 1, 1942, but a war and aviation clause will be included if the new policy date is Jan. 1, 1942, or later.

Since policies issued as group and wholesale conversions are all issued as of current date, they will contain the current war and aviation clause.

Favorable Mortgage Tax Decision in Georgia

ATLANTA, GA.—The tax status of mortgage investments of insurance companies in Georgia may be affected favorably by the decision handed down by the Georgia supreme court holding that mortgages owned by the National Mortgage Corporation of Baltimore are not taxable. The court reversed a decision by Judge Moore of the Fulton county court, who had rejected an injunction sought by the mortgage corporation against the Fulton county tax collector to bar him from collecting an assessment of about \$7,500.

This ruling is apparently a reversal of the recent decision by the same court in a case involving Northwestern Mutual Life. In this case the court held Georgia mortgage notes held by outside corporations were not themselves taxable, but that credits resulting from these loans, the debts on which the mortgages were issued, were taxable.

In the National Mortgage Corporation decision, while holding that the notes were not taxable, the question of the taxability of these credits was not considered. It is understood that Fulton county plans to ask a rehearing on this point. The county has 60 similar suits pending.

War Bond Salary Increase by State Farm Companies

In order to assist employees to meet increased costs of living, in keeping with the "cost-of-living bonus" that has been in effect since Oct. 1, 1941, and to insure all employees investing at least 10 percent of their income in war bonds, all home office and branch office personnel of the State Farm companies will receive an additional 10 percent blanket increase on their cost-of-living bonus, payable in war bonds.

The announcement was made at a mass meeting in the Irvin theater in Bloomington, Ill., preceded by the appearance of several members of the comedy, "Good Night Ladies," who were in Bloomington for the Star-Victory luncheon, staged by R. P. Mecherle, president of State Farm Mutual Automobile, as chairman of Bloomington-Normal war bond committee.

Mr. Mecherle emphasized that the company expects each employee to continue his present investment in war bonds, which is being made largely through the State Farm Credit Union on the pay-roll deduction plan. This means that the company, as a whole, should show in excess of 15 percent of pay roll invested each month in war bonds.

Service Cover Limited to \$10,000

With many men who served in the first world war rejoining the armed forces, the question arises whether a man who has a war risk insurance policy still in force which he took out during the last war can apply for additional National Service Life Insurance. The answer is that there is a \$10,000 limit and that if the man already has that amount still in force he can't apply for any more, although he can apply for additional insurance to bring his total up to \$10,000 if he has less than that amount in force.

Subscribe for your own personal copy of THE NATIONAL UNDERWRITER. Use the handy card in this issue.

Insurance Service Plan Inaugurated in Boston

BOSTON—A service program to acquaint men in the army and navy with the present status of their life insurance policy provisions and such adjustments and realignments as may be desired in view of government insurance, and changing conditions, will be inaugurated in Boston by voluntary workers from the Boston Life Underwriters Association under the authority and with the cooperation of the United States Veterans Bureau.

The program was mapped out at a meeting of those interested at which Col. William F. Blake of the Boston office of the United States Veterans Bureau, with the assistance of R. E. Morrison and G. B. Winslow, representing a committee of the Boston association, formulated and explained the proposed plan.

Nearly 100 Volunteer

One volunteer worker will be stationed at each of the three veterans service stations in Boston and will be on duty from 5:30 to 8 o'clock each evening, every day during the month of October, prepared and ready to give free advice to all enlisted men as to their insurance problems. Some 93 men have volunteered for the service and assigned to their respective stations.

No insurance will be solicited or written by any of the insurance men. Blanks will be available on which soldiers or sailors may indicate what information they desire and the blanks provide for all manner of contingencies such as change of address for premium notices; automatic premium loan feature; non-forfeiture options, extended and term or paid up insurance; disposition of accumulated premium dividends, change of mode of premium payment; changes in beneficiaries; power of attorney, etc.

The inquirers will be given the advice free, with any and all options possible, and will be advised to consult with their own insurance agents wherever they may be located, to have such changes and adjustments made as they themselves may decide to make.

Aetna Life Donates Fence

As its contribution to the scrap drive, the Aetna Life companies have thrown on the scrap heap the ornamental iron fence bordering the main Farmington avenue entrance to the Aetna Life building.

The Aetna Life companies have become one of the early members in Hartford of a new, and informal, "Ten Percent Club." The qualification for membership was the donation of blood.

By the time the mobile unit of the Red Cross blood bank wound up a two-day visit at the home office, Aetna's officers and employees had given more than 300 pints of blood to the Red Cross. This figure includes previous visits of the mobile unit and donations given by Aetna employees at blood bank headquarters and, on a quantity basis, is a record for Hartford business organizations.

Metropolitan Exceeds 10 Percent

NEW YORK—Slightly more than 10 percent of the Metropolitan Life's home office payroll is now being invested in war bonds and stamps, the highest point that has been reached for the company to date, it was found recently.

Commissioner Berry of Michigan is celebrating the arrival of his third grandchild, a girl, born to the commissioner's daughter, Mrs. Ed. Embach of Detroit. The baby's father has not seen the child as he is in California participating in a convention examination.

Write Accident & Health Bulletin, 420 E. Fourth St., Cincinnati, for plans for increasing sales.



A JOB TO BE DONE

Sure, you get restless when you read the headlines. You feel futile and helpless. You want to throw down your ratebook, tear up your application blanks, and DO SOMETHING to win the war.

That's natural. There are many ways to help. And if you are eligible for active service, more power to you.

But if not, did you ever stop to think that right now you are already doing a job that will help to win the war?

First of all, your policyholders' premium dollars enable your Company to invest directly in government bonds, railway equipment and other essential American industries. It takes money as well as men to win a war.

Second, life insurance dollars provide a cushion against inflation. And that's tremendously important both in wartime and in peace.

Third—and very important—the protection you arrange for countless American homes is an invaluable morale builder. In war as in peace, men still die, grow older, meet crises.

Yes, right now—just where you are—you are doing a great job for America. Keep plugging at that job. Keep your chin up. See people. Tell them the message of life insurance. The sweat and toil of all of us are needed for victory. Your contribution will be in proportion to the amount of life insurance you sell.

STABILITY—SAFETY—SECURITY

PROVIDENT MUTUAL
LIFE INSURANCE COMPANY OF PHILADELPHIA
Pennsylvania • Founded 1865

Relates War Experiences

(CONTINUED FROM PAGE 9)

Sea of the Battle of Java; saw what could be seen at Singapore where the Japanese put on an air armada show. There they met the Americans repatriated from Japan and Manchuria, and all were transshipped at Lourenco Marques to the Gripsholm and brought to New York.

Approximately 2,100 Americans remain in occupied China. Italians and Germans, although treated somewhat better than Americans, British or Dutch, are pushed around far more than their status as Japanese allies seem to justify. This is because Japanese activities are essentially anti-foreign, regardless of nationality.

Mr. Anderson, while reluctant to give opinions on many subjects, nevertheless brought out these points:

Accustomed to thinking of the Japanese as scarcely equal foes, Americans do not begin to realize how determined they are to defeat us and how convinced they are they will do so. This was illustrated by a Japanese intelligence officer telling Mr. Anderson it was too bad his family was in California as the Japanese expected to be there shortly.

Differences in Customs

Hardships and mistreatment of Americans in Shanghai were, with isolated exceptions, less the result of studied intention on the part of Japanese than they are of the difference in customs and living standards.

Chinese morale remains high despite our inability to provide them with needed aid and supplies. The same is true for American "face" among the Chinese.

Japanese morale, while tough as Japanese physiques, will disintegrate when repeated defeats bring home that they are not, as hitherto they always have believed, invincible.

There were a surprising number of American-born Japanese in evidence. Among gendarmes guarding Mr. Anderson from time to time was a gendarme born and reared in Cincinnati, and one in Los Angeles.

Japanese have little respect or trust for native or white Quislings who show willingness to aid their cause.

The Japanese soldier is no braver than any other soldier. He can and will run, as evidenced by his running from poorly led and poorly equipped Chinese troops.

Marx Heads Atlanta Council

The Life & Trust Council of Atlanta has elected the following officers: David Marx, Jr., Massachusetts Mutual, president; N. Baxter Maddox, First National Bank, vice-president; Bealy Smith, general agent Connecticut Mutual, treasurer, and A. D. Boyston, Trust Company of Georgia, secretary. Executive committeemen are: R. A. Denny, Citizens & Southern National Bank; A. N. Anderson, Mutual Life of New York, and Lynnwood Butterworth, New England Mutual. Mr. Butterworth and J. C. Shelor, Trust Company of Georgia, led a discussion of "Life Insurance and Trust New Business Under War Conditions."

Course in Newark University

C.L.U. courses will start in the University of Newark Oct. 5. In spite of the number of life men in service, a large enrollment is expected.

Competitor Stages Drive for Disabled Agency Head

Mack Fish, Waterloo, Ia., general agent of Central Life of Iowa, recently underwent an operation. Hearing of his illness, Charles Greeley, district agent in Waterloo for Aetna Life, decided to lend a helping hand so he went to Mrs. Burhite, Mr. Fish's secretary, and proposed that they stage an eight-day production drive for Mr. Fish.

Mr. Greeley wrote some clever promotion bulletins and Mr. Fish's agents responded generously. Mrs. Burhite followed through with daily letters and telephone calls. At the end of the drive the two promoters and John Page, the leading producer, went to Mr. Fish's home and presented him with a booklet captioned: "Mack Fish, Our General Agent—Bouquet of Applications." Complete information on each case written, personal notes from each agent obtaining business and copies of the promotional matter were included in the booklet. Mr. Fish was deeply impressed, especially since one of his competitors had sponsored the drive.

Mr. Greeley is past president of both the Waterloo and Iowa Associations of Life Underwriters and has been active in community work.

Launch War Bond Drive

NASHVILLE—Nashville agents of five Negro life companies under direction of the Nashville Negro Insurance Council have launched a drive for the sale of war bonds and stamps. M. S. Stuart, vice-president Universal Life, Memphis, chairman of the Negro bond and stamp committee, will address a meeting here Oct. 18. Beside Universal Life, other companies in the group are Atlanta Life, Union Protective Assurance, Supreme Liberty Life and North Carolina Mutual Life.

Attends Canadian Meeting

C. O. Fischer, vice-president of Massachusetts Mutual Life and a director of the U. S. Chamber of Commerce, this week attended the annual meeting of the Canadian chamber of commerce at Montebello, Que.

Subjects discussed are closely related to the war period and post war days, regarding production, man power, finance and reconstruction. J. L. Ilsley, Canadian minister of finance, was a featured speaker.

Mr. Fischer and other representatives of the U. S. Chamber made the trip as an international good will gesture.

Ia. Federation Meets Oct. 16

The annual meeting of the Insurance Federation of Iowa at which officers will be elected will be held in Des Moines, Oct. 16. B. C. Hopkins of Des Moines is president. There will be a discussion of revision of the Iowa insurance code.

Tabulate Georgia Votes

In the final tabulation of votes in the recent Georgia Democratic primaries, it is found that Homer C. Parker, comptroller general and insurance commissioner, received 194,890 popular votes and 370 unit votes, whereas Dykes received 84,625 popular votes and 40 unit votes.

Micou Browne in Army; Armstrong on "Ad" Group

Z. Starr Armstrong, director of education and public relations of Republic National Life, has been elected as a new member of the executive committee of the Life Advertisers Association. He will take the place vacated by the enlistment of Micou F. Browne, agency assistant of Occidental Life of Raleigh, N. C. Mr. Browne is a first lieutenant in the army.

Prudential Luncheon Oct. 13

NEWARK—Prudential will be host at a buffet luncheon Oct. 13 to leaders in the business, professional and religious life of Northern New Jersey, the occasion being the company's 67th anniversary. These luncheons have become a welcomed annual event since the custom was inaugurated in 1925 on the 50th anniversary.

Davies Succeeds Majeau

George Davies has been made manager of the accident and health department of Columbus Mutual Life to succeed the late J. Harry Majeau. He formerly was with the Ohio department and has been

an assistant in the accident and health department and a claim adjuster for 15 years.

Underwriters' Reports Expands

BOSTON — Underwriters' Reports, Inc., of Boston, has taken over the business of the Beacon Reporting Company, Albany, N. Y., which has been operating in northern and western New York state for many years under the direction of E. N. Crawford.

Lasseter Named Supervisor

William G. Lasseter has been appointed supervisor in the Jacksonville, Fla., agency of Connecticut Mutual Life.

State Farm Kansas Change

Robert E. Romig has been appointed district manager of the State Farm companies of Bloomington, Ill., at Topeka. He has been an agent at Emporia, Kan. He is taking the place of Mark Ashley, who has been called to the home office.

Ray W. Simpkins, assistant superintendent of agencies of Connecticut Mutual Life, is on a Pacific Coast trip.

WE BELIEVE NOW IS THE TIME TO START NEW GENERAL AGENCIES

in

Towns from 5 to 50 thousand in the states of Iowa, Illinois, Ohio, Texas, Missouri, Kansas, Oklahoma, Minnesota, South Dakota. *The agricultural section is booming.*

We have an especially attractive contract geared to this kind of territory. We know "WHAT IT TAKES" and are prepared to follow through.

A. B. OLSON, Agency Vice President

GUARANTEE MUTUAL LIFE CO.
OMAHA, NEBRASKA

WANTED

We desire the service of a man who has a record of personal production and experience in securing and training agents, as well as to develop present agents and generally assist Superintendent of Agencies. Work to start with will be in one Middle Western State, direct out of Home Office.

Address Q-61, The National Underwriter, 175 W. Jackson Blvd., Chicago, Illinois

State Mutual Head Visits Field

(CONTINUED FROM PAGE 4)

ing can contribute more to the ultimate morale of the people than the life insurance that the agents are able to give them. It is essential to provide continuity of institutions and services so as to preserve democracy and our way of life. It is necessary to give the soldiers something to fight for and it is important to carry life insurance through the war period.

Why Must It Be Sold

Mr. White said that life insurance, being so universally highly regarded the question arises why it is necessary to make an effort to sell it. He thereupon cited the experience of savings bank life insurance in Massachusetts. The system was organized there in 1907 with the aid of state subsidy and it was "babied along as a social scheme." At present about 200 banks in the state are selling life insurance and yet in its 35 years there is outstanding but \$209,000,000 of savings bank life insurance which is a mere drop in the bucket compared with the \$3,500,000,000 of life insurance outstanding in Massachusetts.

If the banks had undertaken to have sold life insurance and serviced it as the regular companies do, then the insurance would have cost just as much and there would have been no point in the banks offering it.

Then there was the experience of the life insurance that was sold to men in uniform in the last war. This was also subsidized and considerable pressure was brought on the men to buy it. There was at one time \$40,000,000,000 of such insurance outstanding. It was cheap and there was every incentive for the soldiers to carry it after the war but there was no agent at hand to service this business and there is now but \$2,500,000,000 outstanding. Remote dealings with an agency in Washington is not sufficient, he remarked. Mr. White said that he has kept his government insurance and about a month ago wrote to the Veterans Administration in Washington asking for forms to accomplish a change in beneficiary. He subsequently wrote a followup letter but has not received a reply. He emphasized that he was not criticizing the Veterans Administration but was merely illustrating the operations of the system. Insurance must be sold and serviced to be retained, he declared.

Why He Entered Insurance

Mr. White said that when he was practicing law, he was successful at it and enjoyed it and then he was injected into the banking world and he enjoyed that work, and there was no reason for him to leave the banking field, but he accepted his insurance company position because he believes in insurance and believes in the importance of it. There is no force short of religion that is greater than life insurance, he declared. The problems of families are either solved or not solved, depending upon whether there is insurance or whether there is not. It takes work, saving and sacrifice to acquire financial security.

Mr. White predicted that there will be a growing use of life insurance to prevent dissolution of partnerships, to hold smaller corporations together and for other business purposes. He said that the selling of life insurance to supplement social security payments offers a great and continuous opportunity. The agent has a great field to show the need of families for something more than the mere social security payments.

In order that life insurance payments may be made in an orderly and logical way there will be increasing use of deferred settlements, he predicted. Today 41 percent of all the maturing insurance of State Mutual is retained under deferred settlements, he said. The attitude of the agent must be professional.

He should learn to work with the assured's attorney and he should be specific in recommending programs.

The enormous groups of funds that represent the common purpose and goal of the policyholder are sacred trusts to be administered prudently, soundly and profitably, President White declared. Life insurance has made errors, but they have been insignificant in relation to the great record of the industry. The life insurance people, he declared, may have to fight for their future. Groups of funds always attract envious glances of those in politics who would like to get those funds under their control. The withering hand of political domination and bureaucratic control must be resisted to the utmost. To accept such inroads, he said, would be lying down on the people who have entrusted their savings to the life insurance companies to be administered honestly, courageously and in fear of God.

Amendments to Soldiers Relief Act

(CONTINUED FROM PAGE 1)

tions, during the time that the policy is guaranteed under terms of the law except with the consent of the administrator. Dividends and other benefits so accruing are to be added to the value of the policy as a credit when final settlement is made with the insured person. The right to change a beneficiary, however, is not affected.

In the event of the maturity of a policy due to death claim, or otherwise before the expiration of the period of protection, the government will make a deduction from the principal of the amount of premium payments that have been guaranteed to keep the policy in force, together with interest at the rate fixed in the policy for policy loans.

If a rate of interest is not specifically fixed then the rate is governed by the interest charge customary in relation to other policies issued by the same company.

The wording of the act is that the "payment of premiums and interest *** is guaranteed by the United States, and if the amount so guaranteed is not paid prior to the expiration of the period of insurance protection under this article, the amount then due shall be treated by the insurer as a policy loan on such policy, but if at the expiration of said period the cash surrender value is less than the amount due, the policy shall then cease and terminate and the United States shall pay the insurer the difference between such amount and the cash surrender value."

Such amounts paid out become debts due to the government by the insured, and may be collected from amounts due the insured by the government or otherwise.

If the insured person does not within two years after the end of his service pay to the insuring company all past due premiums covered by the guarantee with interest, the policy shall immediately lapse, and the company is liable for the cash surrender value, provided that if the man is still in the military service when the law terminates, the lapse and surrender take place one year after the law ceases to be in effect.

The law provides that where a life insurance policy has been assigned prior to a person entering the armed service to secure the payment of obligations, the assignee cannot, except with the written consent of the insured, or upon his death, exercise any right or option under the assignment except by leave of a court. The court is governed by the ability of the policy holder to comply with the terms of the obligation as not materially affected by his military service.

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There Were Two Young Fathers

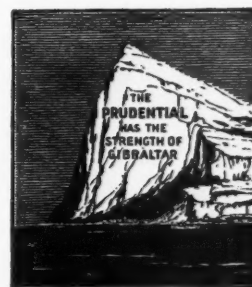
Next-door neighbors, each was proud of his home and its occupants.

Their children were playmates and a friendly rivalry marked the meticulous care of the houses, lawns and gardens.

On one important phase of life, however, these fathers differed—one believed in life insurance the other did not.

Both are gone now, stricken down by a cruel epidemic at an untimely age. The widow of the insured man still has her home and her children are with her. The other widow and her son and daughter are living with relatives. Their old home is only a haunting memory.

Urge your prospect to provide against this tragedy.



The Prudential
Insurance Company of America

Home Office, NEWARK, N. J.

Plans Completed for Big Meeting

(CONTINUED FROM PAGE 1)

didacy. The other candidate is Dwight L. Clarke, executive vice-president of the Occidental Life of Los Angeles, who is being supported by some of the



DWIGHT L. CLARKE

influential members. Mr. Clarke attends the conventions with two of his associates, V. H. Jenkins, vice-president in charge of production, and Secretary Howard J. Brace from the head office. Then in addition there is the hard hitting, fast running Vice-president Lee J. Dougherty of Davenport. Mr. Dougherty is spending a number of days at Washington, D. C., getting his teeth sharpened and his political formulae revised. He is in charge of Mr. Clarke's campaign.

Theme of the Convention

Life insurance's part in winning the present war of survival will be the dominant theme of the meeting. It is anticipated that many of the outstanding life company executives of the United States and Canada and others interested in various phases of the business will attend the session of the main body of the convention and the annual meetings of the Legal, Financial, Industrial and Agency Sections earlier in the week.

The general session will open at 2 p.m., Oct. 7 with the president's address by A. J. McAndless, president Lincoln National Life.

At that session S. E. Smith, president, University of Manitoba, Winnipeg, Manitoba, Canada, will speak on, "Neighbors Over the Back Fence" and Reinhard A. Hohaus, associate actuary, Metropolitan Life, on "Social Insurance in a Democracy." The session will end with the report of C. B. Robbins, manager and general counsel.

The executive session, at which officers and members of the executive committee will be elected, and other business of the convention transacted, will be held the evening of Oct. 7.

Thursday's Program

At the opening of the session the morning of Oct. 8th, the meeting will receive fraternal greetings from delegations representing the National Association of Insurance Commissioners, Association of Life Insurance Presidents, Canadian Life Insurance Officers Association, National Association of Life Underwriters, Institute of Life Insurance, U. S. Chamber of Commerce, and National Fraternal Congress.

The first speaker will be F. Edward Huston, secretary and actuary American Life Convention, who will talk on "Actuarial Developments of 1942."

An address by Lewis W. Douglas, deputy administrator, War Shipping Ad-

ministration, and president Mutual Life of New York, will conclude this session.

At a luncheon for distinguished guests Col. Dalter R. Jeffrey, executive director, Sixth Service Command, will be the speaker.

The concluding session the afternoon of Oct. 8th will open with an address on "War Time Labor Policies," by Dr. Wayne L. Morse, public representative, National War Labor Board, Washington, D. C., and dean, School of Law, University of Oregon, Eugene, Ore.

Then will follow a life insurance panel, to be presided over by Claris Adams, president, Ohio State Life.

The panel will get under way with a discussion on the general subject of "Life Insurance Companies and the War Financing" by George L. Harrison, president New York Life, and chairman of the cooperative committee on life insurance, while G. S. Nollen, president Bankers Life, Des Moines, and chairman of the Institute of Life Insurance, will handle "Special Issues of Bonds for Life Insurance Companies" under the same general subject.

Current Tax Legislation

The next general subject to come before the panel will be: "Current Tax Legislation." E. E. Rhodes, vice president Mutual Benefit Life, will discuss "History of Federal Tax Legislation" and C. G. Taylor, Jr., vice president Metropolitan Life, and W. O. Menge, associate actuary Lincoln National Life, will discuss "The Current Bill."

The final general subject on the panel will be: "The New Table of Mortality and Its Effect on Non-Forfeiture Values." "The Committee's Viewpoint" will be presented by A. N. Guertin, actuary New Jersey department; "The Public Viewpoint" by T. A. Phillips, president Minnesota Mutual Life; "The Actuarial Viewpoint" by C. O. Shepherd, associate actuary, Travelers; "The Executive Viewpoint" by J. A. Fulton, president Home Life of New York, and "The Industrial Viewpoint" by W. H. McBride, vice-president and actuary National Life & Accident.

There will be a distinguished speaker at each of the Financial Section luncheons. On Monday John K. Langum, assistant vice-president and director of research of the Federal Reserve Bank of Chicago, will speak. At the Tuesday luncheon the speaker will be W. M. Jennings, incentive division undersecretary of navy's office in Chicago. Aside from his talk he will show the film, "The Navy and Its Plans."

Gas Rationing in Its General Effect

(CONTINUED FROM PAGE 4)

down to 5,000 miles a year. Since there are thousands upon thousands of commercial cars entitled to far more than 5,000 miles a year, not counting those directly connected with war work, it becomes clear that most automobile owners must count upon driving less than 5,000 miles a year. Under the eastern gas-rationing plan, the insurance man is permitted on the basis of 15 miles per gallon to drive 6,720 miles a year. He is, therefore, placed in the privileged driver class measured by the 5,000-mile average.

News Letter to Men in Uniform

Franklin Life has inaugurated a letter called "Log of the Franklin Fighters" which carries Franklin news and gossip to former home office employees who are in service. Originated and written by Miss Margaret Clapper of the claim department, the letter is breezy and informal, and tells everything from who won a promotion in the army or navy to the latest bowling scores. Franklin home office men in service also receive a gift of candy, cigarettes or war stamps once a month from their former associates.

ACCIDENT

W. Lee Baldwin A. & H. Headliner at Salt Lake

W. Lee Baldwin, president of Security Life & Accident of Denver, addressed the Salt Lake City Accident & Health Association at a luncheon meeting.

Mr. Baldwin was introduced by Carl Marcusen, president of Pacific National Life. Other guests were Virgil Smith, secretary of Beneficial Life, and Ray Petersen, vice-president of Pacific National.

Discusses Inflationary Trends

Mr. Baldwin spoke on inflation. In discussing inflationary trends and what governmental action could do to prevent disastrous inflation, he said: "The continuance of an orderly marketing of government bonds to the public is deflationary and good." Ceiling prices on commodities will not be enough, according to Mr. Baldwin, and they will really be effective only if the price ceiling is applied to wages as well as to commodities.

D. C. Stephens, manager of Security Life & Accident and president of the

Salt Lake City Accident & Health Association, presided. Officers elected in June were installed.

Hobbs Bars Special Titles for Life, A. & H. Policies

Commissioner Hobbs of Kansas has issued an order effective Dec. 1, under which the use of special titles for life or accident and health policies, such as "victory," "leaders," "acme," "peerless," "government employees," etc., will be barred in that state. He says that the insuring public generally has been confused and misled by these titles and that they have no bearing on the description of the coverage on the face and back of such contracts.

Enforcement of this ruling would mean an especial hardship for the accident and health companies, practically all of whose policies are put out with such special designations, as it would mean the printing of an entirely different set of policies for that state.

While no definite steps have been taken by those companies to secure a hearing on the new ruling, they expect to take the matter up with the department at some time prior to the effective date of the ruling, in an ef-

THE NEW INSURANCE MONEY MAKER

issued by the
ILLINOIS BANKERS LIFE ASSURANCE
COMPANY

THE INCOME BUILDER

1. We have a NEW PLAN to enable you to make more money in these times.
2. ONE-TENTH THE SALES, through large first commissions and large renewal commissions will return you TEN TIMES the earnings of the same volume of life insurance alone under our plan.
3. IN ONE YEAR, you build as large a renewal income as you would in ten years writing the life insurance alone under our plan.
4. This Insurance Pays All Ways:

If you live too long.
If you do not live long enough.
If you are disabled.
If you have an emergency need for cash.
ALL AT EXCEEDINGLY LOW COST.

HUGH D. HART
Vice President and Director of Agencies

Illinois Bankers Life
Assurance Company
MONMOUTH, ILLINOIS

fort to secure its suspension or modification.

C. W. McNeill Union Mutual Life Second Vice-president

Clifton W. McNeill has been appointed second vice-president of Union Mutual Life. For the past two years he has served as superintendent of agencies in its accident and health department.

A former official of Massachusetts Accident and Health staff of the Union Mutual in 1940 when it reinsured the business of the Boston company. He will serve as operating head of the accident and health department.

Active in H. & A. Conference

He is the son of Chester W. McNeill, former president of Massachusetts and now a vice-president of Union Mutual. Both father and son have been engaged since 1940 in the organization and expansion of Union Mutual's accident and health department.

The past year, Clifton McNeill has been active in the work of the Health & Accident Underwriters Conference, serving as a member of the agency management committee.

circumstances indicate the desirability of doing so.

Columbus Mutual Makes Investment Form Changes

Columbus Mutual Life has discontinued the issuing of single premium contracts for less than a 20 year period. At the same time, the company increased the rate on single premium life and 20 year endowment contracts. The new rates are as follows:

Age	Life	20 Yr.	Age	Life	20 Yr.
10...	\$372.55	\$693.27	36...	\$528.41	\$704.29
11...	376.49	693.42	37...	537.19	705.49
12...	380.55	693.57	38...	546.23	706.83
13...	384.74	693.73	39...	555.51	708.33
14...	389.09	693.89	40...	565.05	710.01
15...	393.55	694.07	41...	574.86	711.87
16...	398.17	694.26	42...	584.91	713.95
17...	402.95	694.47	43...	595.23	716.27
18...	407.87	694.70	44...	605.83	718.87
19...	412.96	694.94	45...	616.67	721.74
20...	418.22	695.19	46...	627.77	724.91
21...	423.63	695.47	47...	639.12	728.43
22...	429.22	695.77	48...	650.71	732.30
23...	434.98	696.09	49...	662.51	736.54
24...	440.94	696.43	50...	674.54	741.17
25...	447.06	696.80	51...	686.73	746.19
26...	453.39	697.21	52...	699.10	751.65
27...	459.92	697.66	53...	711.62	757.52
28...	466.65	698.14	54...	724.27	763.85
29...	473.59	698.65	55...	737.05	770.64
30...	480.73	699.25	56...	749.92	777.89
31...	488.10	699.89	57...	762.87	785.57
32...	490.69	700.58	58...	775.87	793.70
33...	503.52	701.37	59...	788.91	802.26
34...	511.58	702.24	60...	801.97	811.25
35...	519.86	703.20			

Atlantic Life Raises Service Officer Limits

Atlantic Life has increased the limits it will accept on commissioned army and navy officers to \$10,000 on life and endowment plans, excluding flying and submarine personnel.

The company's limit on enlisted personnel remains \$2,500. Standard insurance will be permitted on first, master and technical sergeants and chief petty officers and warrant officers. Line sergeants and below in the army, and petty officers and below in the navy will require extra premiums.

The company is recommending the purchase of national service life insurance, but many officers and enlisted men want insurance payable in a lump sum, rather than on the installment basis as government insurance provides. This is especially true of those without dependents. Many wish to buy regular coverage now while insurable so they will have it after the war.

Recent pay increases and allowances to dependents enable many soldiers to buy insurance who have been unable to do so heretofore. Many soldiers are earning more money than they did in civilian life, especially in the technical classifications.

The company has a war clause excluding death outside of the continental United States, District of Columbia and Canada. Millions of those in service will be continued in the United States, the company points out, where they have full protection under the company's contracts. Even when sent out of the country, there is the opportunity to save by purchasing insurance at younger ages.

Country Life Increases Non-Medical Amounts

As a result of the loss of a large number of medical examiners and the difficulty now prevailing in securing medical examinations of insurance applications, Country Life has revised its maximum limits of non-medical coverage.

Heretofore the company has accepted non-medical applications not exceeding an aggregate amount of \$3,000 on any one life up to and including age 44. Now the company will apply the following non-medical limits, reserving, of course, the right to require a medical examination in any case where it appears advisable: Ages 0-19, \$3,000 maximum in any 12-month period and \$3,000 aggregate; ages 20-39, \$5,000 in any 12 months, \$10,000 aggregate, and ages 40-44, \$5,000 and \$5,000.

Move Over, Billionaires

At the close of the first half of 1942, we were within sixty million dollars of having a billion dollars of Life Insurance in force.

Thus it will not be long before we join that select group of Companies in the billion dollar class. It could happen during the last half of 1942, certainly by early 1943.

The thought about it that gives us the greatest satisfaction is the security that Life Insurance means to the people who own it.

The NATIONAL LIFE AND ACCIDENT Insurance Company, Inc.

C. A. CRAIG, Chairman of the Board C. R. CLEMENTS, President
HOME OFFICE: NASHVILLE, TENNESSEE

POLICIES

Non-Medical Limits Increased by Mutual, N. Y.

Prompted by increasing difficulties in securing medical examinations because of war demands on the medical profession and by the desire to maintain and enlarge its wartime service, Mutual Life of New York has increased from \$2,500 to \$5,000 the amount of insurance it will write without medical examination. This will, the company believes, be of benefit by saving the rubber and gasoline used in transporting applicants to doctors' offices for medical examination.

Includes Ages 6 to 40

Persons aged 6 to 40, inclusive, who are U. S. citizens, are eligible for the extended non-medical insurance under all of the company's plans except preferred risk modified life, term, double protection, and survivorship annuity. Both double indemnity and waiver of premium benefits are available under the plan. Also, non-medical insurance will be considered on persons in hazardous occupations if the occupation does not call for an extra premium in excess of \$3.50 per \$1,000. The \$5,000 maximum is to include any amount previously issued on this plan. Otherwise it is limited only in the case of married women, where the maximum is \$2,500, and in the case of applicants in the few states which do not permit non-medical insurance for as much as \$5,000.

For Cities of Less Than 25,000

Under ordinary circumstances non-medical insurance will be available where neither the applicant's residence or business location is in a town of more than 25,000 population which also is not part of a larger metropolitan area. However, the company may extend the non-medical privilege in exceptional instances where the population exceeds this figure and where it is convinced the difficulty of obtaining medical examinations justifies such an extension. In cities of less than 25,000 which are part of a larger metropolitan area and where conditions are such that satisfactory non-medical experience could not be expected, the privilege may be withdrawn.

In all cases the company reserves the right to call for a medical examination if

EDITORIAL COMMENT

Adequate Gasoline for Agents

WITH gasoline rationing ordered for the entire country, the question of adequate gasoline for necessary driving by insurance agents becomes an important national problem of the business rather than just a regional one. The situation has been bad enough in the east, where, because of the greater density of population, transportation facilities make it possible to dispense with much of the driving that would otherwise be done, while even with curtailed gasoline consumption automobiles can still be used to a considerable extent. In the less populous sections, where agents are accustomed to driving their cars long distances and there is no adequate alternative method of getting around, the situation is going to be an extremely serious one.

There is little point in talking about the financial hardship to the agent. The OPA's attitude is to ask, in effect, about the salesman's product, "Does it fly, float or shoot?" If the answer indicates no direct connection with the war effort the amount of gasoline that is granted for occupational driving is severely restricted.

But there is a great deal more involved in this question of gas rationing than just the agent's personal financial tough luck. As far as the agent is concerned, he can find work in the war industries if he can't sell insurance. If life agents are drastically curtailed in their sales and service work it will not be the agents so much as the public that will suffer.

Not the public as a whole, perhaps, but the widow whose husband meant to buy adequate insurance but like most men needed the motivation of a good agent to bring him into the fold, the children, deprived of their mother's care because the insurance her husband left was not enough to supplement her federal social security benefits. There will be a needlessly large number of cases where insurance programs, admirably adapted to conditions at the time, became obsolete without the insureds realizing it, while lapses and surrenders are sure to be higher than they would be if the agents could get around to making the conservation calls that they ordinarily would.

If the discomfort, hardship and suffering that will inevitably result through drastic and needless curtailment of the sales and service work of life agents could be visualized the OPA would certainly take a different view of the essential place of the life insurance agent. In

the survivorship benefits provided under social security the federal government has shown its appreciation of the vital necessity of providing for the dependents of men who are taken by death. Life agents are doing the same sort of work, supplementing the social security act and for the millions of workers, especially those on farms, who are not covered by the act, are providing the only type of death protection which they can get. Then, in addition to the humanitarian angle, it must be remembered that when death cuts off a breadwinner's earning power the economy of the community in which he lived is thereby affected.

Though it has been said so often that it hardly needs to be dwelt on, the role of life insurance in preventing inflation is of the greatest importance in wartime. What most other salesmen sell adds to the inflationary spiral by increasing the amount of money in circulation. What the life agent sells withdraws money from circulation and enables the companies to put more money into government bonds. In this connection the agent's conservation work cannot be overstressed. As a brake on inflation, a policy that is prevented from being lapsed or surrendered is just as important as the sale of a policy involving the same premium. In fact, it is even more important for the acquisition expense on the renewing policy has been largely or completely taken care of, leaving that much larger a percentage of the premium to be invested in government securities.

One of the most unfortunate effects of a gasoline rationing policy which puts life agents on the same footing with other salesmen is that farmers and dwellers in small towns will be especially hard hit by the lack of the agent's sales and service work. Agents who call on farmers must do a great deal of driving in the course of a week. There is no practical alternative in the method of getting to these clients and prospects.

Naturally, agents will have to cooperate intelligently with the OPA's aims if they are given the consideration which they deserve. Experience in Canada has shown that agents can cut down their driving mileage by greater use of the telephone and the mails plus the most careful routing of calls. By bunching calls according to locality it was found that not only was less driving required but that the agent in many cases worked more efficiently.

It is all very well to say that if a man

wants to buy life insurance he will have no trouble finding someone to accept his application even though no agent solicited him. But the history of life insurance shows that only a minute fraction of the total sold is bought without some agent doing a job of selling. It is as idle to say that men will buy life insurance without being sold as it is to believe that they will drastically reduce the consumption of gasoline without some sort of rationing program.

With so many agents serving in the armed forces the burden of service work as well as sales is going to be thrown much more heavily on those who re-

main. Gasoline must be conserved but certainly in the interest of tomorrow's widows and orphans and as a means of staving off inflation every consideration should be given to making the life agent more efficient in his work and not hampering him except to the minimum extent actually essential to the conduct of the war.

The National Association of Life Underwriters has been aware of the problem from the beginning and has been working at it intensively. There is every reason—humanitarian and economic—why its efforts should succeed.

Let us hope for the best.

PERSONAL SIDE OF THE BUSINESS

Beryl R. Johnson of the Topeka law firm of Stone & Johnson, who represent numerous insurance interests, was elected commander of the Kansas department of the American Legion. He succeeds Scott Berridge, Holton local agent.

Lee Wandling, agency manager of Equitable Society in Omaha, formerly of Wichita and president of the Kansas Life Underwriters Association, has recovered from a prolonged illness and is back in the harness again.

Hiram O. Hegna, supervisor of National Guardian Life, Milwaukee, has been elected commander of the Milwaukee chapter of the Military Order of the Purple Heart.

Fred T. Jordan, manager of the home office agency of Union Mutual Life of Portland, Me., has been appointed chairman of the industrial division of the Portland War Chest.

W. A. Gamble, San Antonio manager, California-Western States Life, who has been seriously ill for several weeks, is reported as showing some improvement. In his absence from his office, Bruce Parker is in charge of the agency.

DEATHS

Leo M. Gillette, 50, one of the two Penn Mutual Life general agents in Detroit, died suddenly. He was stricken while bowling with a group of friends. Many Detroit general agents, managers and agents attended the funeral. Burial was at Wellington, O. Mr. Gillette had headed the agency about 20 years. He had served as secretary-treasurer of the Michigan Association of Life Underwriters and as a director of the Associated Life General Agents & Managers and the Detroit Life Underwriters Association.

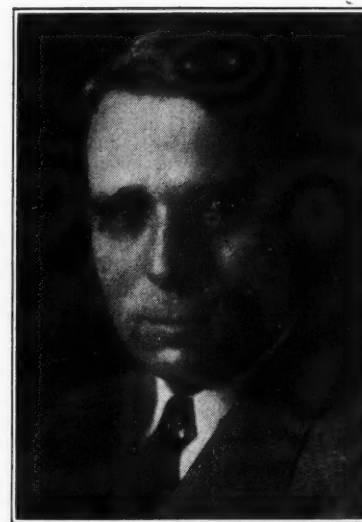
Mr. Gillette entered the life insurance business at Youngstown in 1914, when he was 21 years old, and his entire business career was with the same company.

John W. Drayton, vice-president of the Insurance Company of North America, who died the other day, was a director of Fidelity Mutual Life.

Albert V. Zabriskie, 43, Salt Lake City, district agent of American Na-

tional, died from cerebral thrombosis following three weeks' illness. He was a graduate of the finance school of the University of Pennsylvania, and entered life insurance about 20 years ago, first with Metropolitan Life in Ogden and Salt Lake City, and later with Ohio National Life as general agent at Ogden. He had been with American National seven years.

Ohio National Life Vice-president Is Dead



ROBERT B. STURTEVANT

CINCINNATI—Robert B. Sturtevant, vice-president Ohio National Life, died Monday following an illness of three months duration. He had been confined in Christ Hospital since Sept. 1. He had been in charge of reinsurance for Ohio National since 1937. He had previously held a similar position with American United Life of Indianapolis.

Upon graduation from the University of Michigan, where he had majored in actuarial science and received his A.B. degree, Mr. Sturtevant joined American Central Life as secretary, later advancing to vice-president in 1930. Upon mer-

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO. Telephone Wabash 2704.

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SAN FRANCISCO OFFICE—507-S-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

Subscription Price \$3.50 a year (Canada \$4.50). Single Copies, 20 cents. In Combination with The National Underwriter Fire and Casualty, \$6.00 a year (Canada \$8.00). Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.



The one has been proven safe and sure.

ger of American Central and United Mutual Life to form American United Life he continued as vice-president in charge of the reinsurance department. He had been in life insurance since 1920.

Mr. Sturtevant was an associate of the American Institute of Actuaries and was active in life underwriters affairs. His home was at 643 Kroger Lane, Hyde Park, Cincinnati. Funeral services were held Thursday.

Mr. Sturtevant's first insurance experience was with the New World Life from 1914 to 1916 as assistant actuary. He became secretary and actuary of the Rockford Life and remained there until 1919. He was born in Ironwood, Mich., March 13, 1893.

Pvt. Robert L. Nevitt, formerly in the security division of State Mutual Life at the home office, died at Fort Devens, Mass. Funeral services were at Alexandria, Va. He was a member of the military police at Maynard ordnance depot.

IN U. S. WAR SERVICE

Milton Warren, Aetna Life agent in Denver, has received a commission as a lieutenant in the air corps and has been ordered to report for duty at Miami Beach.

John S. Masterson, manager of the life and disability claim division of General American Life, has been commissioned as a lieutenant in the navy, assigned to the amphibian section. He has gone to Norfolk, Va., for training.

Ross B. Holmes and George D. Murphy, investigators on the San Francisco staff of the California department, have entered the service. Patrick J. Cronin, investigator at Sacramento, also has joined the army. He is succeeded by John F. Merrill, transferred from San Francisco. Previously Philip Steiner, investigator in San Francisco, entered the army as a lieutenant and two accountants from the statement analysis bureau at San Francisco, John P. Horgan and Robert M. Kehoe, entered the navy as ensigns.

W. A. Hand, registrar of the agency department of Confederation Life, Toronto, has received a commission as second lieutenant, Royal Canadian Artillery, and has been posted to the 6th Canadian Anti-tank Regiment.

John E. Bailey, Nashville, general agent of Connecticut Mutual since 1940, has joined the army air force as first lieutenant. Before leaving for Miami, Fla., he was tendered a farewell luncheon by his office associates. James Irvin Jr., Chattanooga agent, is scheduled to go to Nashville to replace Mr. Bailey.

Dr. Frederick Fink, formerly medical director of Franklin Life, left Sept. 24 for Washington, to report at the office of the surgeon general for assignment to active service.

Paul Fellay, assistant secretary of Franklin, was inducted into the army at Peoria, Ill., the same day.

Capt. Ward H. Porter, army air corps, formerly with the Payton general agency of New England Mutual Life in Los Angeles, is now taking a basic course at Miami Beach, Fla.

Ernest F. Smith of the home office



BUILDING FOR VICTORY

The Yanks of the 2nd A. E. F. are on the way—great transports of battle ships, aircraft carriers, destroyers, mosquito boats, the lowly freighter, and the guardian of the deep, the U. S. submarine; tanks, crushing, lumbering masses of steel; planes, graceful, beautiful, swift as the flight of the wind; trucks, sturdy and reliant, on down the line to the lowliest of the jeeps—the parade goes on.

The Yanks at home, too, are on the way. Their part, the magic of motion. They furnish the units of the parade—products of unending days and nights of labor. For the Yanks are building for victory. To accomplish this Uncle Sam is not asking us to scuttle our plans for future protection. Rather to carry on, building up insurance estates and other savings. We are to do our bit in the American way—sacrifice not destroy.

If your part toward victory is that of the Life Underwriter, you will find it pays to be friendly with—

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT

INDIANA

THE LIFE UNDERWRITER

To Him We Pledge Our Hearty Cooperation!

His job today is a vital one to the successful prosecution of our War. It is he who is helping greatly:

In the maintaining of security on the home front . . . in the sending ahead through life insurance of hundreds of thousands of dollars in surplus spending money, thereby tending to defeat inflation . . . in the pouring of millions both directly and indirectly into War Savings Bonds and Stamps.

The VOLUNTEER STATE LIFE INSURANCE CO.

CHATTANOOGA, TENNESSEE

Cecil Woods, Pres.

Howard Blanton, Agency Vice-Pres.

"A SOUTHERN COMPANY OF CHARACTER"

THE DOMINION LIFE



A MONTHLY INCOME
—for your dependents
should be part of your insurance programme—in addition to immediate cash.

LIFE ASSURANCE COMPANY

DETROIT

2724-6 Union Guardian Bldg.
F. W. SIMPSON, Manager

LANSING

800-801 Olds Tower Bldg.
ROY G. NOWLIN, Manager

PITTSBURGH

J. R. KING & ASSOCIATES
808-9 Park Bldg.

ESTABLISHED 1889 — HEAD OFFICE — WATERLOO — ONTARIO

general agency of Occidental Life in Los Angeles has been commissioned a second lieutenant in the army air corps, and has gone to Miami Beach, Fla., for special training. He was formerly an "All American" football player at University of Southern California.

Dr. T. M. Ebers, associate medical director of Pacific Mutual Life, has been



DR. T. M. EBERS

commissioned a lieutenant in the navy and is stationed at Washington, D. C.

Lieut. Dick Marsh Wheat, actuary and attorney for the Kentucky department for the past three years, leaves Oct. 1 for Princeton University, for an eight weeks' course of instruction. Lieut. Wheat is slated for active deck duty. He received his commission from the navy several weeks ago but has remained at his desk since to work with his successor, Ed Wade, of Paducah, who assumes the title of actuary. Mr. Wade resigned his position as assistant cashier of the Citizens Savings Bank at Paducah to accept the position.

Pvt. Charles Connors, formerly general agent in Peoria for Alliance Life, has been assigned to the army air force basic training center No. 7 at Atlantic City, with the headquarters flight of 612 squadron.

Chandler Osborn, assistant superintendent of bonds, **Northwestern Mutual Life**, has been commissioned a lieutenant in the naval reserve and is at the naval air station at Quonset Point, R. I., attending the indoctrination school for naval administration officers. **Fred Price, Jr.**, an assistant counsel, entered army service this week.

J. Arthur Smith, Jr., district manager at Alexandria, La., for Mutual Life, has enlisted for officer training leading to a commission in the coast artillery. Mr. Smith, just prior to reporting completed 10 years consecutive weekly production and has qualified several times for the Mutual Life National Field Club, being a early qualifier for the 1941-42 Club.

J. G. Richardson, home office representative of Aetna Life in Portland, Ore., has been called to active service as an ensign in the navy. He expects to be assigned to a gun crew in the merchant marine.

Manly D. Ballard, formerly a personal producer in the Abilene, Tex., agency of Amicable Life and a nephew of Hollis D. Manly, Abilene manager, has completed his training at Miami, and is now serving as a lieutenant in the air corps.

Albert Enderle, field assistant of Travelers, San Antonio, has joined the marines and will report to San Diego.

Leonard W. Moody, general agent of **General American Life** at Marianna, Ark., has been commissioned a captain in the army air corps. Joe Stevenson,

group representative at Tulsa, Okla., is an ensign in the naval reserves. **Frank Thompson**, former group department representative in Pittsburgh, is in the army at Camp Pickett, Va. **Walter J. Leonard**, Manhattan, Kan., agent, and president of the Kansas State Association of Life Underwriters, is at Camp Wolters, Tex.

Robert S. Ayers, assistant manager of Mutual Benefit Life in Toledo, has been commissioned a first lieutenant in the intelligence section of the army air corps.

L. L. Miller, actuary of the Kansas insurance department, has been commissioned a first lieutenant in the army and will report to Miami.

COMPANIES

Northwestern Nat'l Makes Changes

To further improve quality of service to policyholders and agents, Northwestern National Life has broadened the scope of its home office policyholders' service, bringing together into a unified division several functions heretofore performed in separate departments.

R. F. Preston, formerly assistant actuary, becomes manager and actuary in charge of the division of policyholders' service. **A. H. McAulay**, assistant actuary who has been engaged in making special actuarial studies, assumes direct and immediate charge of the company's actuarial staff with which his own unit is now consolidated.

Besides handling policy changes, proceeds agreements, policy loans, etc., the new division will offer policyholders and agents the opportunity to consult with experts, competent to deal with specialized insurance and estate problems beyond the scope of the usual policyholders' service department. Queries handled by correspondence will be dealt with in a highly personalized manner and will help the policyholder, and prospective policyholder as well, to fit together advantageously all parts of his financial program in so far as they are affected by his life insurance. While the company has heretofore offered actuarial, legal, or tax information when called upon to do so, these special services are now coordinated in one division and the company will now take the initiative in offering them. However, individuals will be asked to use their own life insurance man, lawyer, and tax-accountant for advice and for consummating their plans.

Mr. Preston has served Northwestern National Life as assistant actuary for a number of years. Prior to this he was

New Southland Life Head Is Experienced Executive

W. C. McCord, the newly elected president of the Southland Life, has made a rapid rise in southern life insurance circles. A native of Arkansas, he took time out after high school to work four years for American Life Reinsurance of Dallas, then went to the University of Michigan from which he graduated in 1930 in actuarial mathematics. Successively he was an actuary for Atlas Life at Tulsa, actuary and secretary of Gulf States Security Life of Dallas, secretary and treasurer of Southland Life. He has served as executive vice-president and treasurer of the Southland Life since last March.



W. C. McCord

an actuarial examiner for the Iowa department. Trained at the University of Iowa, he is an associate of the American Institute of Actuaries and has successfully completed all the examinations leading to the certificate of proficiency awarded by the American College. Associated with Mr. Preston will be **Walter J. Wheeler** of the law department, who has had close contact with agents in working up arrangements for corporation and partnership insurance and estate planning problems of various kinds. Mr. Wheeler is co-author of the book, "Safeguarding Life Insurance Proceeds."

Edward M. Heum remains in his capacity of supervisor of policyholders' service. **Clifford G. Graff** has been appointed assistant supervisor.

J. F. Adams, office manager, has enlisted in the navy. **Irvin W. Kimmerle**, assistant office manager, becomes acting manager to serve during Mr. Adams' absence. Mr. Adams is attached to the amphibian force of the Atlantic fleet, with the rank of lieutenant.

Sterling Ceases Radio Work

Sterling of Chicago has discontinued all radio advertising and other promotion for the sale of the family group life insurance policy. The company is now confining itself to the writing of health

and accident insurance and life insurance on individual lives. The company has entered into a program of expansion on agency organization.

Sterling has just been admitted to Utah. Applications to other states are pending.

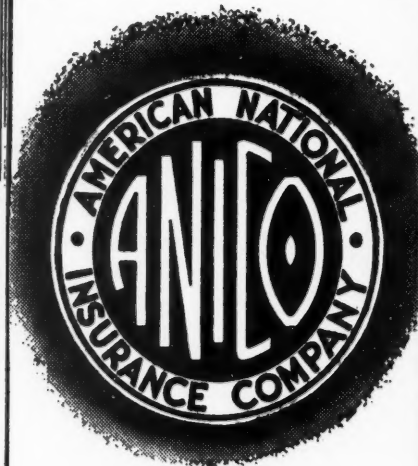
Los Angeles Company in New Home Office

LOS ANGELES—Unity Mutual Life & Accident of Los Angeles opened its new home office building to the public with a reception. It is a four story brick and concrete building at 721 So. Flower street, and has been purchased and remodeled to suit the needs of the company.

The first floor of the building houses the lobby for the public and the district managers' offices and the rooms for the agents. The second floor is given over to the actuarial department. The third floor is the policy department,



Ralph W. Smith



Safe!

**AMERICAN NATIONAL
INSURANCE CO.**

GALVESTON, TEXAS

W. L. MOODY, JR.,

PRESIDENT



and the top floor is for the executive offices.

The company operates only in its home state. It issued its first policy Jan. 15, 1930, and for the present year will have an income of approximately \$1,000,000. Its assets total \$1,000,000, the policy reserves total \$800,000 and it has 75,000 policyholders. It is the only California company writing weekly premium life and disability insurance. President is Ralph W. Smith. The company was one of the two Chapter 9 companies given a clear slate when Commissioner Caminetti took over 13 other such companies in 1940.

Thos. F. Bourke Resigns American Standard Post

Thomas F. Bourke has resigned as vice-president and agency director of American Standard of Washington, D. C. Mr. Bourke is well known in the business. From 1933 to 1940 he was superintendent of agencies and later agency vice-president of Volunteer State Life. Prior to that for several years he was vice-president and superintendent of

agencies of Northwestern Life of Omaha and earlier was Nebraska state manager for International Life of St. Louis. His first experience was with Equitable Society, first as a producer in Omaha and later as manager for New Mexico.

Would Enjoin Reinsurance

ENID, OKLA.—Suit has been filed here by a group of policyholders against Oklahoma Benefit Life, protesting its reinsurance with Oklahoma Life and asking that consummation of the contract be enjoined.

Ware Heads Ordinary Department

Robin C. Ware, for 36 years a district insurance manager in Kentucky, has become manager of the ordinary department of Kentucky Central Life & Accident for the duration of the war.

The company is observing its 40th anniversary this month.

H. E. Pennywitt, cashier of Reliance Life at Charleston, W. Va., has been transferred to the home office to assist in branch office auditing. A. L. Shy, assistant cashier at Cincinnati, succeeds him at Charleston.

1939 has served the agency as district manager and supervising assistant. He entered life insurance in 1930 with Northwestern Mutual and later served Massachusetts Mutual as agency supervisor. In the field of personal production, Mr. Bycott has consistently won Field Club honors, and has qualified for Mutual Life's lists of both monthly and yearly leaders in insurance placed.

Harold F. Mowry has been appointed supervising assistant in the Spokane agency. He joined the agency in 1936, serving since 1940 as district manager. He received his education at Idaho Norman School and was engaged in teaching before entering insurance. In 1941 Mr. Mowry ranked among Mutual Life's 50 nationwide leaders in number of lives insured.

B. M. A. Enters Massachusetts

Business Men's Assurance has been licensed in Massachusetts, and Charles H. Watkins, Boston general agent, who is

associated with O'Brien, Russell & Co., has been appointed to handle the company's business in the state.

Business Men's Assurance is now operating in 32 states and the District of Columbia.

John Hancock W. Va. Change

The Charleston and Huntington, W. Va., agencies of John Hancock Mutual have been merged and Howard H. Cammack and Charles W. Cammack, Jr., become general agents for the state with the exception of the counties of Broke, Hancock, Marshall and Ohio. The headquarters of the agency will be in Charleston, but the same sales office and the same personnel will be continued in Huntington. Heretofore Howard Cammack has been the general agent at Charleston and Charles W. Cammack, Sr., has been general agent

LIFE AGENCY CHANGES

Barker St. Louis Head of Home

Jerome M. Barker has been appointed manager of the St. Louis agency of Home Life of New York, and the company has opened new offices in the Boatman's Bank building.

Mr. Barker is a native of St. Louis and began his business career there in 1920 with the United Drug Company in the cost accounting department. In 1926 he entered life insurance as a personal producer for Connecticut Mutual. His average paid-for annual production has never been less than \$250,000, and he was production leader for his agency for the past six years. He earned the C. L. U. designation in 1934 and is a past president of the St. Louis Chapter of C. L. U.

Mr. Barker assumed his new duties upon his return from New York where he has just completed the first of a series of conferences on training in agency management.



J. M. Barker

Grant Is Head of Grannis Penn Mutual Agency

Will P. Grant, who recently was appointed manager of the J. Douglas Grannis, Jr., agency of Penn Mutual Life at Cincinnati, takes the place of Clarence Cooper, who has been commissioned in the navy.

Mr. Grant joined Penn Mutual in 1935 as an agent in the J. Elliott Hall agency in New York, and was a supervisor in the Osborne Bethea agency after training in company's managerial school. Last year, after several months of study at the home office, he acted as manager at Oakland, Cal.

He is a member of a well known life insurance family. His father, the late Joseph F. Grant, was long Penn Mutual's general agent at Seattle, and his grandfather, Col. Frederick A. Grant, was Penn Mutual's general agent in Utah. Col. Grant had been an army officer, seeing service in the Spanish-American war and in the Philippines, where he served under Gen. Arthur MacArthur, whose son, Gen. Douglas MacArthur, was at one time a lieutenant under Col. Grant.

Appointments Made by the Mutual Life

Norman K. Durham of Louisville, for the past nine years manager in Kentucky of Guardian Life, has been appointed agency organizer in the Louisville agency of Mutual Life of New York. He succeeds Floyd C. Baldwin, recently appointed manager of the Toledo agency.

Mr. Durham entered life insurance in 1929 with Equitable Society as an agent. He later became unit manager and agency instructor for the Equitable, resigning in 1933 to accept Kentucky management of Guardian Life.

He attended Wabash College in Indiana, Centre College in Kentucky, and graduated in 1927 with the A.B. degree from Miami University in Ohio. Before entering life insurance he was a teacher in Muncie, Ind.

O. F. Edwards and E. K. Hollman

O. F. Edwards has been appointed agency organizer in Mutual Life's Scranton agency to succeed R. H. Langford, who became manager of the Albany agency in July. He has been with Mutual Life since 1920 and since 1929 has been service representative in Scranton.

E. K. Hollman has been appointed cashier in the Taylor agency of Mutual Life in New York City. He joined the company in 1925 and since 1935 has been assistant cashier in the Cunningham agency, New York City. Mr. Hollman is president of the Life Cashiers Association.

Robert C. Mason

Robert C. Mason, who was appointed supervising assistant in the Des Moines agency of the Mutual Life last March, has been promoted to agency organizer in the South Bend, Ind., agency. He replaces S. E. Lambert, resigned to enter the navy.

Mr. Mason entered life insurance with Mutual Life as a part-time representative in Columbus, O., in 1922 while a graduate and assistant instructor at Ohio State University. He was graduated from Ohio State in 1921 with the degree of B.S.C. and continued at the university to do graduate work in the field of law, specializing in estate law. He became a full-time agent in 1924. He had been with the Des Moines agency since 1940.

Harold H. Bycott has been appointed agency organizer in the Charleston, W. Va., agency. He joined the company in its Charleston agency in 1937 and since

Our America Is Your America and My America

Together you and I can send fighting dollars to help preserve our American independence by investing at least 10% of our earnings in War Bonds.

Then you and I can each guarantee that our families shall enjoy economic independence by our individual ownership of adequate Life Insurance.

We have need of both—

War Bonds to keep them safe NOW.
Life Insurance to keep them secure THEN.



GREAT SOUTHERN LIFE INSURANCE COMPANY

E. P. Greenwood, President

Home Office

Houston, Texas

at Huntington, for southern West Virginia and eastern Kentucky. Mr. Cammack, Sr., has been associated with John Hancock for 50 years and he will continue to represent the company in a personal capacity. The members of the new general agency team are his sons. The Cammacks have played an important part in life insurance work in West Virginia for many years.

Bankers of Neb. Names Skrinar to Omaha Post

Bankers Life of Nebraska has appointed Joseph F. Skrinar as general agent in Omaha. Before entering life insurance, Mr. Skrinar was connected with the Joliet National Bank at Joliet, Ill. In 1918 he became district manager for Peoria Life. In 1933 he became associated with Mutual Life of New York. In 1939 he joined the Paul W. Cook Chicago agency of Mutual Benefit Life, and continued with that company until he recently joined Bankers Life of Nebraska.



J. F. Skrinar

Named General Agent in Grand Rapids, Mich.

Pacific Mutual Life has appointed Robert C. Reed general agent at Grand



ROBERT C. REED

Rapids, Mich. He has been active in life insurance work there for some time.

Reisa Supervising Assistant

G. A. Sattlem, Los Angeles manager of Mutual Life, has appointed Henry Reisa, formerly of Oakland, Cal., as supervising assistant. Mr. Reisa has been with the company since 1918, has qualified for the field clubs, did agency organization work, and also inspection work in Illinois.

Bycott Is Advanced

Harold H. Bycott of Wheeling, W. Va., supervising assistant in the Charleston agency of Mutual Life, has been promoted to organizer.

Mr. Bycott has made a strong record with Mutual Life, having qualified for the field club convention every year since he joined the company five years ago.

Swanson Named in Minneapolis

Lloyd O. Swanson has been appointed general agent in Minneapolis by National Life of Vermont.

J. Wilfrid Simmie, who joined the

company but one year ago, has been appointed district manager in Winnipeg by the Great-West Life.

C. B. Hensley, former San Francisco manager of Equitable Life of Iowa, has entered the local agency business at Baron Park, near Palo Alto, Cal.

SALES MEETS

War Role Stressed at Regional Parley

SAN ANTONIO, TEX.—The vital part life insurance men have in the war effort in teaching thrift and promoting war bond sales was considered at the regional conference here of California-Western States Life conducted by Ray Cox, vice-president, assisted by E. L. Gutteresen, inspector of agencies; Balie T. Cantrell, Texas supervisor, and R. M. Burns, group supervisor for Texas.

It was announced that California-Western States Life has invested \$4.25 for each dollar received in premium payments during the first eight months of 1942.

Mr. Gutteresen dramatized the paycheck sales presentation as well as a plan for fitting life insurance into the social security income so that the widow might accept the benefits, which without life insurance as a supplement are unavailable unless she is in an "uncovered" position.

Telephone More Important

Mr. Cantrell presented an effective method of using the telephone in securing appointments. The agent should develop a plan to his own personality. He stressed the importance of giving the call the tone of person to person rather than station to station. The importance of the use of the telephone has increased with curtailed transportation problems, Mr. Cantrell indicated. The best time for making telephone calls is from 10:00 a. m. to 11:45 and from 2:00 to 3:45 in the afternoon.

Mr. Cox urged agents to begin with questions which interest the prospect and which call for his agreement. A question which he suggested was, "Do you want to be a success?" This he would follow up with more questions which are constantly emphasizing the thought of success.

Mr. Cox emphasized the importance of women in the control and wealth of the country, along with the increase of the number employed and receiving wages which enable them to do things which they have heretofore been unable to do. He pointed out the fact that women prefer the types of policies which they may pay out in a few years and that they are looking ahead to a home of their own.

Mr. Cox urged agents to develop skill in arousing emotions which cause a man to do the finer things in life, emphasizing the responsibility of the life man in helping people find the way to do the things which they should do.

Ohio Agency of Great Northern Holds Meeting

The Cleveland agency of Great Northern Life under Ethel Smith, regional manager, held a one-day agency meeting in Cleveland. E. P. Oertel, assistant vice-president, was the guest speaker, and discussed "We Can Supply What the Insuring Public Wants to Buy."

The Cleveland agency now has become the largest producing unit of the company, and expects to pay for \$1,000,000 of new business in 1942. Plans were formulated at the meeting for a production campaign the remainder of the year.

The meeting was well attended. D. D. Reynolds, West Farmington, O., discussed "Why We Are Here"; Harry C. Pitz, Akron, O., "Giving Service to Our

Bye, Bye! Buy Bonds!



Phil Baker, who masterfully acts as master of ceremonies for one of radio's most highly popular programs—"Take it or leave it"—sponsored by the Eversharp Pencil Company, to our mind uses the most effective slogan we have heard for the promotion of the sale of war stamps and war bonds. Baker closes his every program with these words:

"Bye, Bye! BUY BONDS!"

It seems to your editor that you—every employee and every agent and field representative of the Company, and every other Life Insurance Company in America—could further add to the part you are so loyally playing in the war effort by making up your mind to end your every conversation, your every solicitation, and your every telephone call with those words.

Still further, we urge you to do so because, somewhat selfishly, your editor will then feel that he has added to the sum total of his efforts in what must be our all-out struggle for victory, freedom, and the preservation of the American way of life.

With that explanation, we say to you:

"Bye, Bye! BUY BONDS!"

—Southland Life Agency News, July

P. S. And don't forget to tell them that when they buy life insurance, they also Buy Bonds.

Southland Life Insurance Co.

HOME OFFICE — DALLAS, TEXAS

Strong

Progressive

Are You Willing to WORK for a Company Which Is Willing to WORK with You?

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO.

E. S. ASHBROOK
President

JOHN H. McNAMARA
Founder

PAUL McNAMARA
Vice-President

NORTH AMERICAN BUILDING, CHICAGO, ILLINOIS

Everyone Likes "Insurance That Is Different"

Policy holders enjoy the advantages of "Perfect Protection"—Occidental's exclusive feature that pays disability from the first day, irrespective of cause. Needless to say, Occidental field men have an added feature to offer prospects. Thus, everyone is happy.

OCCIDENTAL Life

INSURANCE COMPANY

Laurence F. Lee, President

RALEIGH, NORTH CAROLINA



Policyholders in the Armed Services"; Bryan T. McCullough, Columbus, "A Combination Insurance and War Bond Program," and Gaetano Manno, Chardon, O., "Business Is Good." There were short talks by agents on their experience in the field.

Penn Mutual General Agents Gather in N. Y.

President John A. Stevenson of Penn Mutual, with officers of the agency and underwriting departments, last Friday and Saturday held a New York meeting of general agents from the northeast section of the country. Penn Mutual has had no general conference of agents this year, because of the difficulties of transportation. This more intimate gathering of some of the officers with general agents was for the purpose of discussing highlights of operation planned for the year ahead.

Themes of the meeting included the present problems in recruiting and training men in life insurance at the present time. Sales promotion plans for the year were presented, and new selling tools and procedures were discussed.

A novel feature of the program was a contest among general agents' giving impromptu interview demonstrations, with contestants and judges chosen by lot. Similar regional meetings of general agents are to be held in Chicago, Memphis, and San Francisco.

Washington National Parley

About 17 district managers of Washington National attended a semi-annual conference with home office executives at the Edgewater Beach Hotel in Chicago. They were from the central states and northern divisions.

CHICAGO

C. L. U. REVIEW IS STARTED

The C.L.U. preparatory course of the school of commerce, Northwestern University, will start Oct. 16 at the campus at Lake Shore Drive and Chicago avenue. This is the annual course in preparation for the C.L.U. examinations which will be conducted next June. George L. Grimm, production manager of the Swanson agency of New England Mutual Life, is supervisor of the course. He is treasurer and co-chairman of the educational committee of the Chicago Association of Life Underwriters.

The section on taxes and business insurance will be conducted from Oct. 16 to Dec. 11; commercial and insurance law, Jan. 8 to Feb. 26; general education, March 2 to April 20; finance March 5 to April 23. The first section on life insurance fundamentals is already under way and will wind up Jan. 26.

Admission is limited to college graduates, or applicants who have completed substantially all the subjects covered by the examination, or others who demonstrate they have had equivalent preparation, and all applicants must meet the entrance requirements of the school of commerce and American College of Life Underwriters. The tuition fee is \$25 for the section on life insurance fundamentals and \$12.50 each for the other sections, not including text books or application and examination fees.

WAILING WALL OPENS SEASON

Eugene Lysen, Monroe branch, New York Life, Chicago, is chairman of the Wailing Wall, Chicago's popular football luncheon club for the 1942 season. Mr. Lysen, a Minnesota alumnus, has been active in this organization since its inception. The club meets every Monday noon at Hotel Sherman and features a full length motion picture of one of the outstanding games played the preceding Saturday, a running account of the game being furnished by one of the coaches. Next Monday's programs in-

cludes pictures of the game between the Iowa Preflight School and Minnesota to be played this Saturday. These luncheons are open to all men interested in college football.

W. N. STAFFORD FORGES AHEAD

Although he has been with Columbus Mutual Life only since March 19, W. N. Stafford of Chicago, ranks second in paid business for the company's agency year which commenced April 1. In No. 1 position is John C. Dexter of Ohio. In July Mr. Stafford led the entire field in personal submitted business and in June Mr. Stafford's agency led the field in personal submitted. He is building several agencies in the middle west.

HUNKEN EXPANDS STAFF

The addition of three new full-time agents to the office organization is announced by Henry C. Hunken, general agent for the Zimmerman agency in Chicago for Connecticut Mutual Life. They are Miss Vara Hunt, formerly a physical education teacher in the Batavia High School, Ben Wydoff, formerly a general broker in Chicago, and Thomas L. Armstrong, formerly owner and president of the Armstrong Steel & Wire Material Clearing House.

Lester L. Gould of the agency's full-time staff, is the eighth member of the organization to enter the service. He is reporting to Chanute Field Oct. 1 as a student instructor in the air force.

ILLINOIS CHAMBER CANDIDATES

George R. Kendall, president of Washington National, Evanston, will undoubtedly go back on the board of the Illinois Chamber of Commerce when it holds its annual meeting Oct. 9 in Chicago. Mr. Kendall has served several terms as a board member, first from the Chicago and then from the Evanston district, but was off last year.

Another insurance man, L. D. Cavanaugh, president of Federal Life of Chicago, is likely to be named to the chamber's directorate at the same time.

Shirley E. Moisant, local agent at Kankakee and long prominent in the affairs of the Illinois Association of Insurance Agents, is the only downstate insurance man on the board. He has served a number of terms, probably longer than anyone else. He will probably be elected.

H. C. LYTTON CEREMONY

There will be a delightful little ceremony next Monday morning in the Chicago office of Henry C. Lytton, president of Henry C. Lytton & Sons clothing store, familiarly known as "The Hub." Representatives of the Equitable Society, Mutual Life of New York and Northwestern Mutual Life will meet there, the occasion being that in each of these companies Mr. Lytton carried insurance. He is 96 years of age and hence his policies matured as endowments. He will be honored on the occasion, one which comes to but few.

NEW YORK

OTT AGENCY CONFERENCE

The A. V. Ott agency of Equitable Society, New York City, held its fall educational conference at Spring Lake, N. J., following a highly successful qualifying campaign. Speakers included Mr. Ott, E. C. Somers, a leading life-a-week member; E. D. Milbank, the agency's leading producer; assistant managers Julius Feligson and J. F. Hayes; L. J. Seymour, leading life-a-week member; C. J. Ward of the home office, who discussed staff insurance.

There were two open forums, one on wills and life insurance, the other on the purchase of life insurance as an anti-inflationary step.

WOMEN'S LEAGUE TO MEET

The League of Life Insurance Women will hold its first fall meeting at 3 p. m., Oct. 6, at the Wanamaker Club, Wana-

Whispers the Home Office Executive—



"QUICK! WHAT'S HIS NAME?"

Sometimes that's what goes on behind the scenes when an agent comes in for a visit; but at Central Life, we're too close to our agents for it to occur.

Being close to our agents benefits us in many ways that help the field men. For example—

Triple Protection originated in the field back in the Spring of 1940, and Central Life men pioneered with this timely plan.

We are pleased to note that many other companies are now offering this needed insurance service to the public.

We invite investigation of Central Life, its friendly agency policy, and its saleable line. Write to—

CENTRAL LIFE

Insurance Company of Illinois
211 W. Wacker Dr.—Chicago

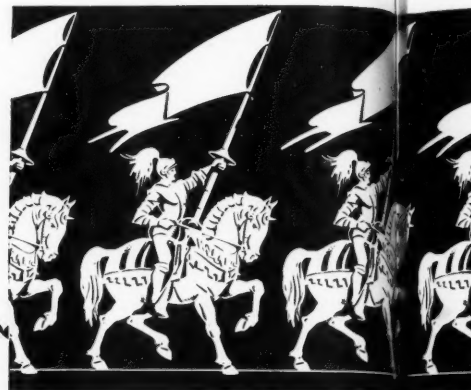
ALFRED MACARTHUR, PRESIDENT

COUNTRY LIFE

INSURANCE COMPANY

*"Outstanding
in Every Respect"*

HOME OFFICE • CHICAGO, ILLINOIS



A N A C C O L A D E T O

THE Aetna Life Corps of Regionnaires held its inaugural meetings in 1929. Major reason for the organization of this honor society was the opinion, strongly held by Home Office and General Agents, that the Company's top salesmen should have more emphatic and appropriate recognition. There is a special reason, now that the 15th anniversary of The Corps is coming up in 1943, to comment upon the extraordinary success of the Regionnaire movement.

The most significant basis for judging that we can think of is the fact that, with an average annual membership running towards three hundred, actual attendance at Regionals has been 100% or a mere point or two short. Family plans have been eagerly adjusted, business matters have been specially scheduled to prevent any interference with that annual, important Regional trip. Even an occasional broken arm, temporary crutches, or another misfortune, have not been considered sufficient grounds for absence.

Warm and lasting friendships among Regionnaires, from all points in the United States and Canada, have sprung from these happy gatherings. Close personal relationships have grown up between salesmen and Home Office Officials via informal Regional contacts and chats. Improved salesmanship and a broadened view of our activities—Home Office and Field—have been stimulated by those daily business sessions. Salesmen have worked heroically to preserve unbroken attendance records, to join the Quick Qualifiers Club, to double or triple qualifications. General Agents have worked through the twelve months of the qualifying year to inspire new prospective members and to increase their previous

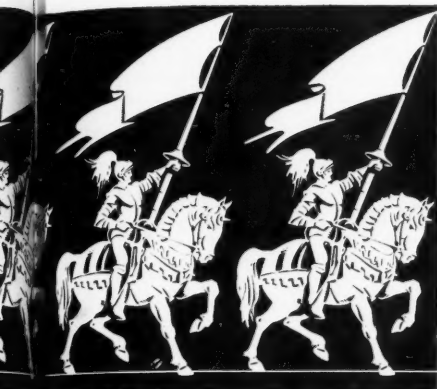
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TO REGIONNAIRES

Regional delegations. So, for many salesmen over many years, the Regional has been the event of the year.

The Corps of Regionnaires holds distinguished records. It is rich in atmosphere and personality and tradition. You find pride and esprit de corps in those men and women whose names appear on its roster. Its emblem—armored knight on a spirited steed—is called appropriately The Seal of The Select.



Now, the long series of Regional Meetings has been interrupted temporarily. Regionnaires and General Agents have subscribed with typical good grace to a movement, sponsored by a great section of American business, cancelling big conventions for the duration. Not wanting to disappoint Regionnaires, the Company was reluctant to cancel the Regionals. Capitulation was complete, however, when the Home Office heard frequent testimony to the willingness of Regionnaires to forego the convention as one more means of contributing to the War Effort.

Back of this fine exhibition of sportsmanship is the fact that this decision meant genuine sacrifice for Regionnaires. They had won their spurs in The Corps, made their plans for the convention, and looked forward joyfully to the 1942 Reunion. Now, they look upon this change merely as an intermission. Presently, they know, we shall see the return of peace, of better days, and of greater Regional conventions.

AT • HARTFORD, CONNECTICUT

maker's store, New York City. Speakers will be Mrs. Lillian Joseph and Miss Elsie Matthews.

INDUSTRIAL

NLRB to Hold Hearing on Status of Life Agents

SUMTER, S. C.—A test of whether or not the National Labor Relations Board has jurisdiction over the employment of life insurance agents is scheduled for hearing here Oct. 15 as a result of a complaint filed with the Atlanta regional office of the board by George L. Russ, an organizer for the American Federation of Industrial & Ordinary Insurance Agents Union No. 23156. Howard Lebaron, regional director, ordered the hearing.

The order for hearing is based on the allegation that Industrial Life & Health of Atlanta discharged H. D. Green and J. T. Green from its Spartanburg and Sumter branch offices because of membership in the union. It is further alleged that the Industrial Life & Health management has informed its employees that it "is opposed to the union," and that "employees would be discharged if they joined or continued membership in the union."

It is understood that Industrial Life & Health will assert at the hearing that the two agents, whom it has refused to reinstate, were discharged for altogether different reasons, which had their beginning before the union appeared on the scene.

Union Wins Mich. Election

Agents of Prudential in Michigan have voted 320 to 188 for the United Office Professional Workers of America, CIO, in a statewide NLRB election, according to the union's national office.

Of the 556 Prudential agents in Michigan 508 cast their votes in the election, the union states. This is the second state-wide election of Prudential agents won by the UOPWA. The first was in New York last spring. New Jersey agents are to vote in a labor board election Oct. 22, and petitions for two more state elections have been filed in Massachusetts and Washington.

The first part of the union contract covering Prudential agents in New York state was signed July 3, and negotiations on compensation are now drawing to a close.

AGENCY NEWS

Shoemaker Brought Agency from 32nd to 13th Place

George P. Shoemaker this week completed five years as general agent of Provident Mutual Life in New York City. The agency has gone from 32nd place for 1937 to 13th for the year 1941. Paid business was \$1,701,456 for 1941 as against \$945,652 for 1937. Though five of the 16 agents have gone into the army and two are in war industries the agency should finish 1942 with a production of about \$1,500,000. There were only four full-time agents when Mr. Shoemaker took over in 1937. At that time there was slightly more than \$7,000,000 insurance in force in the agency but by June 30, 1942, this had been increased to \$11,785,000.

Though the agency takes business from certain brokers who give it all their life business, 90 percent of the production comes from full-time agents. For the 12 months ended June 30, 1938, the agency won the company plaque for the lowest first and second year lapse rate of any Provident Mutual agency in New York City. The Shoemaker agency

has the distinction of having produced a general agent for the Provident. Supervisor W. Henry Blohm was last year appointed general agent in partnership with S. P. Ellis at Cincinnati. The present agency supervisor is John T. Wilver.

Mr. Shoemaker is public relations vice-president of the New York City Life Underwriters Association, executive vice-president of the New York City C. L. U. chapter and a director of the New York City Life Managers Association.

Dinner to F. A. Williams

The Newark agency of Mutual Life, of which Herbert Manthe is manager, tendered a dinner to Frank A. Williams, who joined the John E. Clayton agency of Massachusetts Mutual in Newark. He was presented a traveling bag.

Hays & Bradstreet Celebrate

The 10th anniversary of the Hays & Bradstreet agency of New England Mutual Life in Los Angeles was celebrated with an appropriate program including a golf contest and a dinner.

W. E. Hays, director of agencies of the company and a former member of the agency, was present and brought greetings of the home office.

G. Nolen Bearden was presented the agency's highest award, as its "most valuable associate."

Gastil Agency Fall Outing

The W. G. Gastil agency of Connecticut General Life in Los Angeles held its fall outing, followed by an agency meeting. A. A. Drieu, assistant superintendent of agencies from the home office, and Phil T. Aubin of the Chicago agency, were guests.

MANAGERS

Problem of Transportation Los Angeles Managers' Topic

LOS ANGELES—With a city 40 by 30 miles to cover, the Life Insurance Managers Association of Los Angeles, in view of the gas and tire rationing programs, conducted a panel discussion of "The Transportation Problem and Its Solution," as it affects the life underwriter.

A. A. Dewar, Equitable Society; Russell L. Hoghe, Equitable of Iowa; Leon A. Soper, Phoenix Mutual Life, and John R. Mage, Northwestern Mutual Life, were the discussants.

Mr. Dewar said that in his first year in the business he wrote 51 cases and in the second year 50 cases, and had no automobile to move around in. He urged that the agent confine his activities to a smaller territory; better geographic arrangement of making contacts and calls; greatly improved and much shorter interviews; an additional hour spent in soliciting in the rearranged territory and greater and more intelligent use of the telephone. He said comparatively few agents comply with these four points.

Auto Not Necessity: Hoghe

Mr. Hoghe said that some agents think a new and shiny car is necessary to build prestige, but he doesn't think so. He declared that 11 percent of income goes to upkeep of automobiles and 4 percent to life insurance. He declared that \$15 spent for transportation on street cars and busses in a certain period is an exceedingly low cost compared with the upkeep and operation of an automobile. He displayed the official route map of the street railway lines and showed how it could be consulted in getting to any part of the city. He said some cold canvassing should be done on these trips. He cited one man in his agency who started in March and to date has made 836 contacts, and 238 interviews, made

48 sales for a total of \$118,000, and did all the work on street cars and buses.

Mr. Soper said the managers first must adjust their own personal morale to meet the shock of changing transportation and other conditions. He cited a questionnaire sent by his company to all its agencies to ascertain how the producer is operating today and the ability to get around in a car. The answers, he said, showed 40 percent of the agency force would be running on rims in six months unless they change their ways. The survey showed that 80 percent of the men are using their cars to do 50 percent of the field work. He advocated assigning orphan policies to agents in a restricted territory and the delivery and servicing of policies in the agency offices.

Mr. Mage urged that each agency hold a meeting and have the agents tell their ways and means of meeting the travel problem. He pointed out that neighbors are good prospects, ones that can be reached without much travel. He urged securing names of executives of industrial plants before making a call, and thus obviate having to make two trips; also making more appointments by letter or 'phone, instead of driving to the prospect's office or place of business.

Servicing Men in Armed Forces Is Considered

SAN ANTONIO, TEX.—Problems involved in servicing policyholders now in armed forces were considered by the San Antonio Association of Agency Cashiers in a round table discussion. Ed Boyce, Aetna Life, stated inquiries are being received daily concerning the status of policies. Answers require great care as records on each policy must be studied and letters written which do not promise something that is not in accord with the terms of the policy concerned.

In regard to policyowners reported as missing, the consensus was that the com-

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NEBRASKA

Our privilege and duty is to strengthen national defense by building personal security through life insurance.

1887 1942

NEWS OF LIFE ASSOCIATIONS

panies have adopted a policy of waiting, asking that the premiums continue to be paid until such time as the exact status of the policy may be determined.

Miss Louise Baker, Connecticut General Life, stated that in the problem of the addresses, she had found the adjutant general's department and the bureau of navigation at Washington most cooperative. Other methods are to have the policyholder furnish the name of someone who will always be in touch with him, addressing inquiries to former places of residence with special notations as to the parent, and making inquiries of friends and relatives.

Miss R. F. Dougal, Connecticut Mutual Life, stated that her company provides each policyholder with a power of attorney which covers specific points in case of need. All agreed that the power of attorney is needed, but it appeared that uniformity of practice in this matter is lacking.

Utah Managers Open Season

The Utah Life Managers held their first meeting of the season in Salt Lake City, preceded by a dinner. The new president, F. E. Herb, presided. J. W. Lawrence, program committee chairman, gave an interesting talk on "Why Recruit?" He also outlined the program for the next nine months. C. Gale Baker, general agent of Pacific National Life, Burley, Ida., was a guest.

Adams Speaks in Columbus

Claris Adams, president Ohio State Life, spoke Tuesday evening at the first fall meeting of the Life Managers & General Agents Association of Columbus on "Sixty-five Million People."

Managers to Aid War Chest

The San Francisco General Agents & Managers Association has voted to take charge of the "small establishment" division of the San Francisco War Chest for the duration of the war. Forrest J. Curry, Penn Mutual, is chairman.

FRATERNALS

Fidelity Life Goes on 3% Legal Reserve Basis

Fidelity Life of Fulton, Ill., which previously was on a 3½ percent reserve basis, has gone on a 3 percent basis, effective Oct. 1. This change was necessitated by declining interest rates and the desire to invest in government bonds.

Goes on 3½% Basis

The Methodist Benevolent Association of Nashville will go on a 3½ percent reserve basis Jan. 1, using the American Experience table of mortality. Dr. E. P. Anderson, general secretary, has announced.

It has operated for 39 years on the National Fraternal Congress table of mortality, with an assumed interest earning of 4 percent. This will mean a slightly higher premium cost, but more modern contracts, with higher cash and loan value.

Woodmen Circle Action

Directors of the Woodmen Circle have adopted a resolution pledging it to "unqualified and wholehearted support" of the nation in the war effort, and further directed the officers and field workers to encourage the membership to participate in war activities.

The resolution was submitted by Mrs. Jeanie Willard, vice-president, and was inspired by the report to the board by Mrs. Dora Alexander Talley, national president.

Carter H. Bryant, in charge of recruiting and induction work for Pacific Mutual Life, is in San Francisco working with H. K. Cassidy, general agent.

Pa. Association Holds Meeting with Erie Group

ERIE, PA.—The Pennsylvania State Association of Life Underwriters held a joint meeting here Oct. 1 with the Erie association. The afternoon was devoted to a panel discussion of matters of interest to officers of local associations, and this session was attended by the new officers of the Erie, McKean county, and Oil City associations, and officers from the Meadville, Warren and Corry branches of the Erie association.

Leaders in the discussions were Frank Wigginton, manager Bankers Life of Iowa at Pittsburgh and past president of the Pennsylvania association; Calvin J. Frey, manager Mutual Life of New York, Erie, and secretary-treasurer of the state association; Edward M. Aiken, agency supervisor Steacy Webster agency of Provident Mutual Life at Pittsburgh, and John H. Bream, executive secretary Pennsylvania association.

In the evening the Erie association held its opening meeting of the fall season. Mr. Wigginton gave the address, "A Bundle of Life."

Similar regional training conferences for local association officers are planned for other points in Pennsylvania. One has been tentatively set for Wilkes-Barre Oct. 14, and for Harrisburg Oct. 16. Each will be held in conjunction with the opening meeting of the local association. Tentative arrangements have been made to have James E. Rutherford, executive vice-president of the National association, at Wilkes-Barre, and Chester Fischer, vice-president Massachusetts Mutual, at Harrisburg.

Chicago Association Honors 94 Service Men

The Chicago Association of Life Underwriters at its first fall meeting dedicated its 94-star service flag with an impressive ceremony at which Preston Bradley, pastor of the People's Church, Chicago, spoke. Representatives of the army, navy and marines participated, contributing to the color of the affair.

"The man who sold me my life insurance did me the greatest service which was ever performed for me," Dr. Bradley declared. By eliminating the possibility of his wife not having to go out pitifully and make a living, his life insurance gives him great peace of mind, he said. Owning life insurance gives a man a sense of morale. Dr. Bradley appealed for unity in the war effort, recognizing that there is room for differences of opinion but not to the extent of aiding the cause of the enemy.

James H. Brennan, Fidelity Mutual, president Chicago association presided. Gifford T. Vermillion, Mutual Life of New York, program committee chairman introduced the speaker.

Special recognition was given nine agents who have done an outstanding job in less than three years in the business: T. W. Murphy, Zimmerman agency, Connecticut Mutual Life; Charles Beith, Morgan agency, John Hancock Mutual; R. G. Evans, Great-West Life; Ralph Klemperer, Stumes & Loeb, Penn Mutual Life; M. J. Snider, Mones agency, Metropolitan Life; M. A. Hecht, Travelers; Edward Percival, Thurman agency, New England Mutual; George H. Schuermann, Union Central, and William Greenberg, Ford agency, Prudential.

Pueblo President Resigns

Ray E. Morgan, president of the Pueblo (Colo.) Association of Life Underwriters, has been called into defense work in a shipbuilding yard in California, and has resigned. John H.

Sackman, West Coast Life, vice-president, becomes president.

James Lee Loomis Hartford Speaker Oct. 8

James Lee Loomis, president of Connecticut Mutual Life, will be the speaker at the luncheon meeting of the Hartford Life Underwriters Association Oct. 8 on "War-Time Adjustments." This will be the association's first meeting of the year. Frank Alberts, president of the association, reports that guests from Springfield and Bridgeport have signified their intention to attend this meeting.

Detroit Names Miss Lewis Executive Secretary

DETROIT—Miss Bernice Lewis, who has been in charge of the payroll deduction war savings bond office of the Qualified Life Underwriters since its opening two months ago, has been promoted to executive secretary of the association, President Clyde Manion, Equitable Society, announced following a directors meeting.

Miss Lewis succeeds Miss Ann Bryan, who resigned to become assistant secretary of the Michigan Association of Certified Public Accountants. Miss Lewis was previously associated with the Chrysler Corporation.

At the directors' meeting, President Manion pointed out that it is vital to

continue the educational work of the association during these difficult times so that the many underwriters who have entered or will soon enter military service may be assured that those who remain behind are holding the standards of the profession to a high level. If underwriters in the armed forces know that the business is forging ahead while they are gone, they will be anxious to reenter life insurance when they return to civilian life, he declared.

Present C.L.U. Certificates in Los Angeles; Hays Speaks

LOS ANGELES—Eight members of the Life Underwriters Association of Los Angeles, who had passed their C.L.U. examination, one who had passed his examinations for a certificate of proficiency and still another who had passed the agency management examination, received their designations at a breakfast attended by 220 members.

President A. C. Duckett, presented a reporting 702 paid up members, and also the result of the war bond sales drive.

W. E. Hays, director of agencies of New England Mutual Life, spoke on "The Challenge of Today's Market." He said that never has the question of social security meant so much to so many people as today. The men in the service are thinking along this line. They are fighting for it. They do not want economic chaos to confront them at the close of the conflict. The job of helping provide security for the family



THE MUTUAL BENEFIT PRESENTS

Our Newest C.L.U.'s

THREE members of our Buffalo Agency completed their examinations in June and have been awarded the C. L. U. designation. We are proud to recognize CORNELIUS KURTZ, WALTER A. SCHWORM and HERBERT G. VOGT. Seventy-six members of our organization have now passed all five examinations, and seventy-three have received their C. L. U. designation. We are proud of our C. L. U.'s.

The Mutual Benefit

LIFE INSURANCE COMPANY

Organized 1845 • Newark, N. J.

at the end of the struggle is one to which the life underwriters can make a most important contribution. Never has there been a time when the agent can do a good job of prospecting and of service as now.

He did not advise the agents contacting the business man or the defense worker to shift their work. He urged each to keep on. The salesman must know more about people. He cannot go out blindly and create business.

He divided the market of today into three categories—the semi-skilled and skilled worker, the semi-executive group in industries, which group he favored as the most productive, and proprietors of small industries, who are prospects for key man insurance.

Reading Group Attracts Attention

The Reading (Pa.) Association of Life Underwriters attracted attention and favorable newspaper publicity with its exhibit at the Reading Fair held there recently. In cooperation with Berks County health and social agencies the association sponsored daily health lectures and showed four movies daily, including "Yours Truly, Ed Graham," "American Portrait," "The Proof of the Pudding," "Sand in the Gears," and "Another to Conquer."

The association accommodated more than 3,000 persons at the booth during the week and sold \$400 worth of war stamps in addition to promoting bond purchases on the payroll deduction plan. The association distributed more than 9,000 brochures on the health crusade which were supplied by the Institute of Life Insurance. Clayton F. J. Smeck, president of the Reading association, introduced the lecturers, one of whom was John H. Bream, executive secretary Pennsylvania State Association of Life Underwriters, on "Life Insurance Leads the Way."

Joint Meeting at New Haven

Three Hartford men and one from New Haven were presented C. L. U. certificates at a joint meeting of the Hartford, New Haven and Bridgeport, Conn., Associations at New Haven.

On behalf of the American College, John M. Holcombe, Jr., manager Sales Research Bureau, made the presentations to W. W. Hartshorn, R. B. Green and John K. Luther of Hartford and Howard V. Krick of New Haven. Robert Mix, president of the New Haven association, presided. Large delegations from the Hartford and Bridgeport associations, headed by their respective presidents, Frank B. Alberts and Robert Gilmore, attended.

Indiana Governor Featured

INDIANAPOLIS—Governor Schricker of Indiana commended and encouraged the efforts of 18,000 members of the National Association of Life Underwriters in selling \$1,500,000,000 of war bonds thus far in 1942 under the payroll savings plan, in an address at a luncheon meeting of the Indianapolis Association of Life Underwriters. Governor Schricker also commended the "Keep Well Crusade." George K. Jones, Connecticut Mutual, Indianapolis chairman, reported on the progress of the crusade.

Clyde Raub, Indianapolis Life, was awarded the C.L.U. designation on behalf of the American College in a ceremony. Robert I. Blakeman, Jr., president of the Indianapolis Chapter gave the charge to the new graduate.

Edward A. Krueger, State Life, Indianapolis, and Joseph York, Equitable Society, were elected as directors of the association to fill vacancies.

C. Fred Davis presided and introduced Governor Schricker, Commissioner Viehmann and Deputy Commissioner John D. Cramer.

Chicago Women to Present Ideas

Prominent women agents will present effective sales ideas and methods at a meeting of the women's division of the Chicago Association of Life Underwriters Oct. 16. Speakers will be Alice Reichel, Sun Life of Canada; Elizabeth A. Johnson, Rockwood Company, and Fay P. Kreer, Fidelity Mutual Life.

Lou Behr, chairman of the advisory council of the Chicago association has called a meeting of agency heads at the La Salle Hotel on Oct. 13. Plans for the year are to be outlined.

Promotes "Keep Well" Program

The Jacksonville (Ill.) Association of Life Underwriters has launched a local "Keep Well" campaign there along lines of the Institute of Life Insurance program. The health program is being presented in schools and homes, and a full page advertisement in the local paper was purchased by various local business firms to promote the idea.

R. L. Dumas, Prudential, is chairman, and H. A. Rust, State Farm Mutual, and W. E. Queen, Aetna Life, are members of the committee in charge.

Nashville—Although life sales may drop as low as 85 percent of 1941, Philip B. Hobbs, Equitable Society manager, Chicago, expressed confidence that there will be a comeback even above Canada's 123 percent. He urged agents to "make up your minds that as agents you have neither gone to the war or gone on a vacation."

Joe Gibson, state chairman of war bond sales, presented the Nashville association with a citation from the Treasury Department for its successful drive. Powell Stamper, National Life & Accident, outlined plans for renewed efforts by Nashville underwriters to sell war bonds. Ralph Ruch, Mutual Life of New York, was presented with a C. L. U. certificate.

Chattanooga, Tenn.—E. Tom Proctor, state agent Northwestern Mutual, Nashville, spoke.

San Francisco—Frank H. Beckmann, president and general manager of Beckmann, Hollister & Co., San Francisco, will speak at the opening meeting Oct. 8. Mr. Beckmann, a business analyst, will discuss "The Common Denominator of Success."

Award will be made of the O. O. Orr trophy, won earlier in the year by J. Wayland Barnette, Northwestern Mutual Life, for membership effort.

The women's division held its monthly luncheon meeting Oct. 1. Speakers were: Miss Florence Calderwood, Massachusetts Mutual, "Basic Concept of Professional Underwriting"; Miss Mathilde Kahn, Travelers, "Strength Through Effort," and Mrs. Nell Taylor, Equitable Society, "Latest Down-to-Earth Facts on Keeping Fit Mentally and Physically." Miss Constance Schwanz, Mutual Life, chairman of the women's committee of the association, presided.

Lincoln, Neb.—W. L. Ambrose of Nashville, field supervisor of Equitable Society, spoke at the first fall meeting, with the new president, Merle Loder, Mutual Life, in charge. Mr. Ambrose said few people realize the important function life insurance plays in the economic stability of the nation, as 87 percent of all estates at death come from life insurance and only 13 percent from property.

Chester Dobbs, national committee-man, reported on the national association meeting in Chicago. A novel feature of the program was the reproduction by the use of phonograph records of sales talks by Mr. Loder, Lloyd Hummel, of Farmers & Bankers Life; Max Zellen, John Hancock, and Earl Walton, Security Mutual of Nebraska.

Oklahoma City—At the opening meeting Oct. 9, Ricks Strong, Dallas, general agent of John Hancock Mutual, will speak.

Pittsburg, Kan.—Herbert Hallman, assistant cashier of the First State Bank, spoke on "The Banker's Viewpoint on Life Insurance."

Louisville—Glenn W. Isgrig, assistant manager Reliance Life in Cincinnati, spoke at the initial meeting on "Let's Put on a Good Show."

Minneapolis—"Fear of failure keeps us in a state of failure," Graham A. Walter, Toronto manager of Canada Life, stated. "Everyone can do a better job if he thinks he can. Think and talk success and do not be afraid to try."

Mr. Walter listed three essentials to success in any business: Have a definite objective; desire for accomplishment; a determination to success that will not bow to failure.

President Ellis Sherman lauded the legislative work of the National association.

tion, predicting that the final text of the income tax bill will be favorable to life insurance.

W. S. Leighton, who is a past president, has been elected national committeeman to succeed Paul Dunnagan, recently elected a trustee of the National association.

Wichita—W. C. Norton, assistant probate judge, spoke on "The New Probate Code with Particular Reference to the Laws of Descent and Distribution in the State of Kansas." Earl H. Watson, Mutual Life, former president, was presented as the new secretary, succeeding Leo R. Porter, Lincoln National, who is on leave of absence for the duration to serve as deputy state administrator of the war savings staff. Miss I. A. Frizell, Lincoln National, continues as executive secretary.

An "Askit Basket" program on "Present Day Objections to Life Sales" is scheduled for October, with four experts.

Davenport, Ia.—Lester O. Schriver, general agent of Aetna Life at Peoria, Ill., and former president of the National association, will speak Oct. 16 on "This Is It."

Fort Wayne, Ind.—Howard E. Nyhart, Connecticut General, Indianapolis, president of the Indiana association, discussed "Selling in Today's Market." He emphasized how life insurance sales organizations are a tremendous influence in syphoning off excess purchasing power by diverting a portion of this increasing national income into the channel of savings put into life insurance premiums.

Peoria—William B. Buckley, Prudential manager at Mt. Vernon, Ill., discussed "Cooperation and Prospecting" at the first fall meeting. He emphasized that the agent, in order to keep up production, must go out and call on prospects. Only one man ever called on Mr. Buckley to be insured, he said, and he had been rejected some 15 times.

He stressed the importance of encouraging men in the service to keep up their insurance programs after the war is over. Many men after the first world war let their policies lapse, much to their subsequent disadvantage. Mr. Buckley is vice-president of the Illinois association.

Des Moines—The first fall meeting was an evening dinner, at which the wives were guests. Tom Collins, well-known Kansas City, humorist and economist, was the speaker. W. E. Watson, the newly elected president, presided.

Cleveland—Paul F. Clark, executive vice-president of John Hancock Mutual Life, will speak Oct. 8. Members of the Youngstown, Akron and Canton associations have been invited to join in this meeting.

Northern New Jersey—H. C. Lawrence, Lincoln National Life, has been appointed national committeeman, succeeding J. B. MacWhinney.

Mobile, Ala.—John L. Watters, New Orleans, spoke on "The Simple Facts of Life Insurance."

Boost N. Y. Federation

NEW YORK—A campaign by the Insurance Federation of New York to enlist every person in the insurance business in the federation cause is under way, it was announced by W. J. Thompson, manager of the New York City office of Globe Indemnity and membership chairman.

Insurance company officers and employees, agency and brokerage officers and employees, both male and female, are being sought as members. Life, fire, casualty, surety, marine are all included. "All insurance finds common ground in the purpose of the Insurance Federation," said Mr. Thompson, "which is to protect the job of every one engaged or employed in insurance. The Federation opposes any movement which tends toward the entry of state or federal government into the insurance business, or, in fact, any private business."

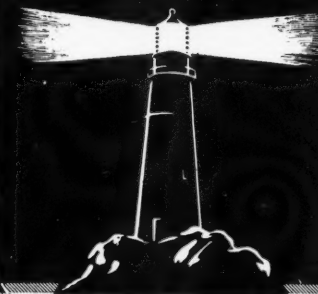
The membership campaign will continue until Oct. 16, which is the date of the annual meeting here.

In a letter to agents, brokers, and companies, Mr. Thompson asks that in each organization someone be appointed to present to every employee the importance of supporting the federation by becoming a member. There are four types of memberships: Sustaining, \$10; special, \$5; regular, \$2, and associate, \$1.

Some Companies Are Cutting Down on Writing Pension Trust Business

Some companies have cut off pension trust business entirely. Others are drastically curtailing it. The Union Central Life, for example, is no longer writing pension trusts solely on account of the investment factor. H. A. Zischke, Chicago general agent, is one of the experts on pension trusts in the country and wrote a number of cases through his organization. When it comes to piling up money to invest, some companies feel that it adds unnecessary strain on their machinery. However, some companies are still pushing pension trust business and writing it in goodly quantities. Most pension trusts involve some high priced insurance.

A BEACON LIGHT IN THE INSURANCE FIELD



AMERICAN UNITED LIFE is showing the way with progressive up-to-the-minute plans that are geared for next year and the years after the war... as well as for the present. Agents have a complete line of participating and non-participating plans to fit any condition—and they, too, enjoy large renewal commissions during the early years of each contract.

(FOR VICTORY Buy U.S. War)
Savings Bonds and Stamps

AMERICAN UNITED LIFE INS. CO.
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GET YOUR SHARE



OF THE CREAM

Hundreds of live wire agents will be out selling accident insurance on Hoodoo Day, Friday, Nov. 13th. That is one day which you should devote to accident insurance sales for every prospect is interested in making Hoodoo Day his lucky day. Order a Kat Killing Kit of promotional material from your company or write The Accident & Health Review, 175 W. Jackson Blvd., Chicago, Ill., for Hoodoo Day samples.

Sales Ideas and Suggestions

Use Invested Capital to Purchase High Premium Forms

Even the moderately well-to-do prospect finds so large a percentage of his investment income taken by taxes that he is usually better off to take some part of his invested capital or currently uninvested income from the present unprofitable tax bracket and through the purchase of high premium life insurance shift it to the lower brackets of a later period, according to H. C. Rose of the McMillen Agency of Northwestern Mutual in New York City.

Mr. Rose advises his prospects to "freeze" this invested capital and permit it to thaw out only when economic and legislative conditions and perhaps the prospect's personal considerations make its use of greater value to him. Furthermore, all plans which are committed to an annual deposit plan of life insurance represent a gradual transfer from an account which now yields less income to the owner than ever before to an investment that will average up better in the long run. Also these plans contain guarantees which the life company must fulfill and the rates are not callable as other installment investment plans are known to have been.

Buyer Has Additional Advantage

The buyer has the additional advantage of not being burdened with the re-investment problem. For these reasons Mr. Rose tells his prospects to ration out to themselves only that income which is essential and to defer the balance to a time when the compounded results and the miscellaneous benefits will mean more to them.

Mr. Rose said that his present system is to exhaust all the possibilities among all clients and secondly, to exhaust all the possibilities of what he has to sell among old and new clients. Recalling his first year in the business, which began in 1931, Mr. Rose said that he had a fairly fat volume in that year only because he worked a lot harder than he has worked since.

Today times are critical but not as fraught with economic depression as was the case a decade ago, he pointed out. He suggested that agents go through every single policyholder and prospect card and look for any of the following: more insurance because of estate tax increases; more insurance of an investment type because the client's holdings needed to be shifted on account of decreasing yields; adjustment of his insurance arrangements because the present setup may have become taxable because of new decisions and regulations; insurance on the wife for taxes or other reasons; for substantial policyholders, possibilities of gift transfers being made to children through some high-premium insurance; wife's ability to purchase tax free insurance on the policyholder's life as well as possibly on her own life.

Helps Chances of Sale

"We must remember that by exhausting all sales possibilities with each old and new prospect, we automatically multiply the possible sales we can make," Mr. Rose said. "For example, if 10 prospects were approached for only one or two types of insurance and you find only four interested, you might have found seven interested if you had tried all the other tricks in the bag. In addition to the applications I described, I would be ever on the alert for two other types, key-man insurance and salary deduction plans."

Mr. Rose has successfully used the following letter to pave the way when

calling on cold leads:

"Some time during the coming week, if agreeable to you, I would like to have the pleasure of meeting you personally. I think I might be able to leave with you some worthwhile ideas concerning up-to-the-minute plans about your incomes and estate.

Makes Constructive Suggestions

"In these days of high income taxes, I have been able to make some very constructive suggestions to people like yourself; and the ideas are conservative and very sound. They can result in the lifting of this tax burden to yourself and the preservation of greater value for those nearest to you.

"Trusting you will extend to me the courtesy of hearing what I have to say, I remain, cordially yours."

A couple of days after sending this letter Mr. Rose calls on the prospect. It is better not to telephone in advance, he finds. The letter breaks down the barrier and offers a remedy that all prospects want today.

Increase Sales 100% Through Defense Worker Program

ST. PAUL—Methods by which his agency has increased sales 100 percent over 1941, which was 50 percent over 1940, by selling defense workers were outlined by Earl Moore, Los Angeles general agent of Minnesota Mutual Life, in a talk before the St. Paul Life Underwriters Association.

The problem of writing the defense worker in California is no different from that in Minnesota or other states, Mr. Moore pointed out in presenting the following formula for getting the business: "Find out from the local chamber of commerce what plants in the community have defense contracts and grade them as to size.

"Contact some firm that prepares lists of occupational workers, buy their lists and make fast use of them.

"Use direct mail advertising to reach these workers.

"Try to get payroll deduction contracts covering employees of a plant.

"Get all the referred leads possible and follow them up."

All Interviews at Homes

Having thus laid the groundwork for a sale, Mr. Moore said it is the practice of his agency to arrange all interviews at the home of the prospect, never at the plant.

"Time your call as nearly as possible to coincide with the arrival home of the prospect," he advised. "If he is a married man see to it that his wife sits in on the interview. She plays no small part in the decision. We find that the more the wife is brought into the case the more success we have. In fact, we do not make a presentation unless both husband and wife are present."

Mr. Moore also suggested that more attention be paid to women in defense industries. "They are to play an important role in the future," he said. "This field has been neglected too long. It should not be much longer."

He stressed the importance of enthusiasm in the sales presentation to the defense worker. "Don't talk down to the prospect; bring him up to your level. Make him feel important."

Mr. Moore said he was a great believer

in an organized sales presentation. He suggested some one idea as a springboard, such as a retirement income contract. The entire approach, he admitted, must be different from that most agents have followed on other types of prospects such as business and professional men. Because of this a new agent, with no hard and fast technique, has an advantage over the experienced agent.

In introducing Mr. Moore, President T. A. Phillips of Minnesota Mutual predicted that after "this in between period" life insurance volume is to be much bigger.

Melville N. Meyer, president St. Paul association, reported that more than 500 life agents in the St. Paul area have entered the war effort in some way. Herman Rampmeier's report as national committeeman was presented.

Sales Upswing Predicted by Sun Life State Agent

BIRMINGHAM, ALA.—Life sales after a slight decline at the beginning of the war are now showing an increase in England and Canada and such will be the case in the United States, A. LeRoy Johnson, Jacksonville, Florida state agent of Sun Life of Canada, predicted before the Birmingham Association of Life Underwriters.

Some of the reasons why more life insurance will be sold were enumerated by Mr. Johnson as follows: Elimination of competition from the sale of other commodities; people are making more money; rationing is saving people money; "uncertainties have become certainties"; savings have become more popular and spending unpopular; and in times of stress family ties are strengthened and a man's thoughts turn from the golf links to his backyard, and that spells more life insurance.

Mr. Johnson added that times change but fundamentals do not and that life insurance deals in fundamentals. While inflation is more or less a theory, death is a fact, he said.

Woman Agent Gives Tips on Selling Women Prospects

COLUMBUS, O.—"Today as never before there is a great demand for both trained and untrained women employees," Miss Esther Sullivan of the home office agency of Ohio State Life told the Columbus Life Underwriters Association. Women are urged to keep pace with the wartime program by preparing themselves for more responsible positions in replacing men who are called to the service. This means that women are better prospects for life insurance than ever.

Miss Sullivan said a large percentage of her policyholders are women and she gave some points for dealing with them:

"Women buy more carefully than men. Consequently, they want more details about the company, the service and the agent.

"Women are investment conscious and want definite proof that they will receive a good return for their money.

"When women buy, they will make almost any sacrifice to keep their insurance in force.

"It is essential to emphasize in talking to women that life insurance is the one institution that will guarantee an income for life, as women are concerned about future income and want assurance of financial security.

"Of course, it has long been considered a woman's prerogative to change her mind, and I admit that many women indulge in this privilege. Since a woman is never sold until she actually makes a deposit, it is essential to get cash with the applications.

"Women, I believe, are very discriminating in their selection of agents. The

Must Study Potentialities of Market Today

Life insurance prospects are multiplying rapidly these days but many of them are of a type not previously cultivated by agents and it is important for the producer to study the potentialities of the day, according to T. P. Beasley, president of Republic National Life, who addressed his company's agency convention recently.

Mr. Beasley mentioned particularly the possibilities of juvenile insurance. There are some 29,000,000 children under the age of 15 years. The Research Bureau, he pointed out, in a recent survey found that the persistency of juvenile business was higher than the average for all other classes combined. The average policy is smaller but there is a large proportion of annual premium payments. Moreover juvenile business provides an excellent means of prospecting in the family. Then there are the great number of persons, not in the armed services, who have obtained new and better jobs. Hundreds of thousands of persons are making money faster than they have made it in many a day and few of them realize the need of saving in proportion to their increased earnings.

The civilian payroll of the government has increased enormously and these employees are found in various cities throughout the country as well as in Washington. Moreover women will make up much of the insurance market. There are more than 50,000,00 women over age 14 and more than 12,000,000 of these are working. The government predicts that there will be a total of 20,000,000 women on the job before the war is over. Many of these women will continue in post war industries and so if the agent starts to cultivate this market now he will be building in a permanent way.

Manhattan Life Muster

A regional meeting for its midwestern and western representatives will be held by the Manhattan Life Oct. 9-10 at Moraine on the Lake, Highland Park, Ill. It is expected that J. P. Fordyce, president; V. W. Edmondson, assistant to the president, and E. A. Porter, secretary-actuary, will be present from the home office.

Production, recruiting and meeting today's needs will be major topics for discussion. Representatives will be present from Cleveland, Cincinnati, Denver, San Francisco and Chicago. The company's improved "ideal protection" policy will be explained.

Christmas Club for Soldiers

Midland Mutual Life has organized a Christmas Club for members of the company's staff who are now in the service. The company has 25 representatives in the armed forces, all being in this country except one. Razor blades and toilet soaps will be sent them.

agent must transmit the idea that he has the greatest respect for her financial judgment and that her program merits his best professional skill.

"The agent must be firm and not permit the discussion to digress from the main subject, which is the solution of the prospect's financial problem so that she may have peace of mind about her future.

"In selling women it is very important to appeal to the ego, as women often feel inferior to men in their ability to manage money. They will not give information or ask questions until you have gained their confidence."

N. F. C. Elects Williams as President

Fraternal Work More Complex Than Ever

Impact of War Is Underlying Theme of General Sessions, Section Meetings

By DALE R. SCHILLING

First consideration must be given by fraternal leaders, above all other matters, to helping to win the war, it was the grim conviction of National Fraternal Congress members who took part in the annual meeting at Chicago. If the war should be lost by the Allied Nations, there would be an end to fraternalism.

Tied in with this patriotic attitude which was everywhere manifested at the gathering and which saturated most of the addresses, was the equally strong belief that the fraternal institution is being offered its greatest opportunity to do a first-class, nation-wide job of selling its special advantages to the people of the country. For in fraternalism the benefit members as well as social members work and take part in activities. The institution is cohesive, much more closely unified than any other similar organization.

Great Opportunity Presented

Local lodges are active in war bond selling, Red Cross, first aid, steel scrap, rubber and other collection drives, but there is much more that they can do to give service in the war effort, it was commented. The thought is that this volunteer service exerted through millions of members will make a lasting impression on the minds of the American public who may be prospects for life insurance protection.

Stimulation of greater patriotic activities in local lodges, it was commented by Norton J. Williams, the new N.F.C. president, may help to solve the problem presented by a threat to lodge meeting attendance due to the tire and gasoline rationing. This in turn will result in better persistency of memberships and business, which will be reflected in maintaining the insurance in force.

A major problem is the acquiring of increased new quality business. Many fraternalists for years were gradually slipping in business production, which caused loss of insurance in force. In the last year or so better records were made and many societies increased insurance in force.

Must Earn Their Guarantee

Equally vital is the maintenance of a sound investment portfolio, with net return which will provide at least the interest guarantees in certificates. This must be done in recognition of the fact that interest has been steadily sliding down and it will become increasingly more necessary for societies to invest greater and greater amounts in government bonds to help finance the war.

Due to competition with old line life companies, in recent years many societies have adopted more modern methods, gone in for larger size certificates, etc. There was a strong feeling at this convention that fraternalism should make its stand for public favor more on its original ground of modest amounts of protection linked with lodge activities which are designed to take a vital place in community affairs. Thus

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Williams Pledges Best Effort in Accepting Post

Great responsibility rests on the new administration of the National Fraternal Congress in this time of world strife and sweeping economic and sociological changes, Norton J. Williams, head of Equitable Reserve, president-elect, declared in his address of acceptance.

"It is a distinct honor to be selected as the executive officer of an organization made up of one's peers," he said. "I express my appreciation to the National Fraternal Congress for the confidence reposed in me by selecting me as president for the ensuing year."

"For 22 years I have observed the high caliber of the men and women who have been selected as president of the National Fraternal Congress. With that knowledge and a full realization of what is expected of me I assume the robe of office with more or less hesitancy. I pledge to the congress my most careful thought and consideration for every issue that may come before the organization during my term of office."

To Carry Story to Public

"It will be my constant endeavor to promote vigorously every issue in the interest of our societies, and to acquaint the public with the true values contained in the policies, certificates or benefit contracts issued by the fraternal benefit societies."

"This new administration is born during a period of great strife and struggle. The civilized world is fighting and men are dying to preserve freedom, opportunity and a free, constitutional form of government for ourselves and those people who are now denied the freedoms and opportunities they cherish."

"I pledge to the President of the United States of America and to my country all my energy and ability in helping to bring this terrible world conflict to a victorious end in favor of the United Nations. I ask every officer and every member of our fraternal benefit societies to join with me in that endeavor."

Great Opportunity Is Open

"We should all be motivated by the thought that through united action we can not only win the war but also win the public to a full understanding of the true value of life protection provided by the fraternal benefit system, as well as the benevolent and philanthropic work carried on by our societies."

"The time has come when the officers of our fraternal benefit societies may not only stand on the balcony and receive the applause of the membership, but must walk and talk with the members and the public, in a campaign to inform everyone as to the true benefits we have to offer."

"The National Fraternal Congress was born in 1886. It happened I was born the same year and so we celebrate our anniversaries together. It was 18 years previous, in 1868, that John Jordan Upchurch founded the first fraternal society on the North American continent."

"The year 1943 will therefore be the 75th anniversary of the fraternal benefit system in the United States and Canada. I recommend that every fraternal society affiliated with the National Fraternal Congress contribute a small amount to purchase and place a suitable plaque at Meadville, Pa., to recognize the place of birth of fraternal life insurance."

"I express to President Thomas R. Heaney my personal appreciation for his able leadership during his administration. Much of the progress made during the past year has been inspired by his executive ability."

New President



NORTON J. WILLIAMS

Norton J. Williams, the new president elected on Thursday and to be installed in the final session Friday morning is president of Equitable Reserve, Neenah, Wis., one of the most progressive of the younger fraternal chief executives.

He was and is one of the prime movers in the fraternal field managers association, the idea for whose organization at the Pittsburgh N.F.C. convention in 1935 he originated. Mr. Williams was elected the first president. This group has brought into the fraternal business the technique of free, open discussion of sales methods in an effort to make them thoroughly adequate to meet modern conditions and already has been of incalculable benefit to the association.

With Society for 37 Years

While Mr. Williams is only 56 years of age, he has been actively connected with Equitable Reserve for 37 years since he became a local secretary. He was elected president of the society's local assembly at Madison, went on the board in 1921 and became Equitable Reserve's field manager in 1925. Then in 1926 he was named vice-president and he was elevated to president in 1938.

Mr. Williams was born at Middleton, Wis., March 6, 1886. He took a commercial course at Madison College, Madison, Wis., then after graduation for some years was in charge of the sales promotion department of the Gisholt Machine Co., Madison, and later sales manager of the Democrat Printing Co. there. For 11 years he has been president of the Neenah board of education.

Ten Societies Join N. F. C. in Last 12 Months

Ten fraternal benefit societies became members of the National Fraternal Congress in the last year, T. R. Heaney, retiring president, reported in his annual address. These were:

American Sick Benefit & Life, A.O.U.W. of Washington, Croatian Catholic Union, Independent Order of Svithiod, Order of Railroad Telegraphers, Railway Mail Association, Railway Men's Relief Association, Scandinavian-American Fraternity, Southern Mutual Benefit and Western Catholic Union.

Wisconsin Leader Takes Over Helm in Trying Times

Mrs. Grace McCurdy Is Next in Line as Vice-president

Norton J. Williams, president of Equitable Reserve, Neenah, Wis., was elected president of the National Fraternal Congress Thursday in the annual meeting at Chicago. He has been vice-president. Grace W. McCurdy, head of Royal Neighbors, Rock Island, Ill., was the choice for vice-president. Both have been unusually energetic and forward looking in N. F. C. work for a number of years. They represent the most alert and progressive elements in fraternalism and their election assures an administration of the highest order to meet the serious problems of the next year.

There was standing room only when T. R. Heaney, president, convened the congress. Royal League girls presented the flag and led in the oath of allegiance. The Rev. A. R. Kretzmann, St. Luke's Evangelical Lutheran church, gave the invocation.

Favor Non-Negotiable U. S. Bonds

The N.F.C. adopted a resolution favoring the issuance by the government solely for investment purposes of 3 percent bonds which would be non-negotiable except as between insurance companies, charity trust funds, and the like, and would not in any event come on the general market. These bonds would give the insurers a slightly higher yield than the war bonds in which they are now being asked to invest, enough to help meet their reserve requirements. Like the English consols, they might have no maturity date.

A committee composed of De E. Bradshaw, Woodmen of the World, Omaha; L. A. Knight, Royal Neighbors, and N. J. Williams, Equitable Reserve, was named to visit Washington and do all in its power to secure favorable action on the proposal.

It is understood that the American Life Convention will take up a similar proposal at its meeting in Chicago next week.

Governor Green Speaks

Governor Green of Illinois led a staff of distinguished greeters. He flew from Springfield to attend and returned the same way. He commented on the spirit of "patriotic solemnity" which marked the congress. In fraternalism, he said, one sees the American way of life really at work, and all America could well set its standard by the unity and spirit of self-sacrifice and true democracy which characterizes the institution.

Desire for fraternalism has been manifested since the dawn of history by men banding together for mutual aid, he said. The determination to live in friendship with neighbors crystallized in founding of the fraternal institution by John Jordan Upchurch in Pennsylvania with the first A. O. U. W. The legal reserve societies, the governor said, are well managed, soundly financed, and represent the best elements of Illinois.

Director Paul F. Jones said fraternalism's devotion to the democratic form of government never has wavered through the years. The institution's policies are determined in the open by popu-

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Review of Fraternalism from Inception, by Mrs. Miller

The beginnings of fraternalism in this country and of the National Fraternal Congress, with historical sidelights on their progression down to the present were given by Bina West Miller, head of Woman's Benefit, Port Huron, Mich., in an engrossing paper on "Development and Progress of the Fraternal Benefit System," delivered in the morning general session Wednesday.

This paper was the product of much research. It was based on a study of all the reports of the N.F.C. beginning with its organization meeting Nov. 16, 1886, which are in the possession of Woman's Benefit, and on a book by M. W. Sackett, former secretary of A.O.U.W., which was published in 1914.

Tells of A.O.U.W. Founding

Mrs. Miller went back to the organization Oct. 27, 1868, of Jefferson Lodge No. 1 of Ancient Order of United Workmen at Meadville, Pa., by John Jordan Upchurch, the first fraternal formed in this country and the first lodge of A.O.U.W. The expressed purpose was to adjust differences between capital and labor, with emphasis on fraternal fellowship. The first grand meeting of A.O.U.W. was held Oct. 6, 1869, when provision was made to adopt an insurance fund. It was not until early in 1872 that the first insurance certificate was issued. Members then did not trouble about the actuarial science of life insurance, Mrs. Miller commented but were willing and anxious to pay the small assessment for benefits.

The ritual now common in fraternal societies arose from the fact that Father Upchurch was a mason.

Her Society Started in 1873

Degree of Honor was conceived later and had its first supreme lodge meeting in 1873. It was auxiliary to A.O.U.W. A beneficiary feature was adopted in 1882 and also by-laws. The first few lodges were in Pittsburgh and Allegheny, Pa. There was no financial connection between the two societies and in 1910 the supervision control was drawn and they became separate and distinct.

Mrs. Miller said A.O.U.W. for some time had the field to itself and by 1870 had seven subordinate lodges in Pennsylvania and one in Ohio. The year 1873 was notably prosperous for it, with about 64 subordinate lodges in Pennsylvania, Ohio, Kentucky, Iowa and Indiana, and grand lodges in Indiana, Iowa and New York. In that year Father Upchurch was elected president and M. W. Sackett, secretary. Father Upchurch died at Steelville, Pa., Jan. 18, 1887, at the age of 66.

Artisans Order of Mutual Protection was organized in 1873 by Dr. J. M. Bunn who had organized many A.O.U.W. local lodges in Pennsylvania; Knights of Honor, June 30, 1873, at Louisville by Dr. Darius Wilson; Independent Order of Foresters June 1, 1874, by Dr. Oronhyethkha; Order of the Golden Cross July 4, 1876, in Knoxville, Tenn., by W. R. Cooper; the Catholic Mutual Benefit Association, October, 1876, the president being John J. Hynes, and Royal Arcanum in 1877 by Dr. Wilson.

N.F.C. Initiated at Washington

Leroy Andrus of A.O.U.W. called an organization session at Washington, D. C., Nov. 16, 1886, at which the National Fraternal Congress came into being. Sixteen societies were represented with a total membership of 544,000 and insurance in force over a billion. The second meeting was at New York city in November, 1888, at which the present committee on statistics and good of the order was constituted.

One of the principal reasons for organization of the N.F.C. was the difficulty that existed for a number of so-

cieties in operating in the various states. In 1891 a resolution was submitted to employ an attorney to prepare a uniform law governing fraternal societies to be submitted to state legislatures. Ever since, a chief function of the N.F.C. has been its legislative work.

Mrs. Miller attended her first N.F.C. meeting at Buffalo, N. Y., in 1894. She also recalls a meeting of about 1898 at which an address was delivered by Adam Warnock of the American Legion of Honor warning of conditions that might arise as a society became older if its rates were inadequate. Years later this situation arose in most societies.

Other Organizations in Field

Associated Fraternities of America was organized in 1901 to oppose the uniform or so called "force" bill and was consolidated with the N.F.C. in 1913. Federated Fraternities was organized in 1909 to oppose valuation requirements of the famous Mobile bill and held its last meeting in 1916. The American Fraternal Congress was organized in 1919, and the Canadian Fraternal Congress in 1891.

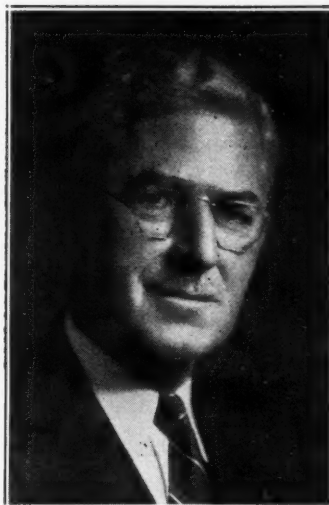
Mrs. Miller commented on the inadequate way in which benefits were granted and assessments collected in those early days, compared with the methods of the societies today with their actuarially correct basis for computing adequate rates and reserves. Actuarial science was in a stage of development when the old line and fraternal life insurance institutions were formed, and experience statistics were practically nil. Both the systems made mis-steps due to inexperience, she said. The fraternalists tried to give too much for too little while the old line companies gave too little for too much. Both systems have corrected their difficulties.

System on Sound Foundation

Today, she noted, the fraternal benefit system stands on an economically sound basis and justifies the confidence that the public reposes in it. It was true the founders of fraternalism adopted very informal and unscientific means, but their objective was very worthy. It was solution of the economic problem of the family arising from death of the bread winner. The founders of fraternalism were well meaning, idealistic men.

Mrs. Miller gave some space to the lodge system and ritualism. It is through the lodges that the societies seek to attain their fraternal objectives. The ideal of mutual help was common to

Presides



THOMAS R. HEANEY

Thomas R. Heaney, high secretary of Catholic Order of Foresters, Chicago, wound up a fine stewardship and a most active year's work by presiding at the Chicago general sessions.

Mr. Heaney gave an account of the activities, which showed that he had attended a great many meetings of state congresses and individual societies throughout the country during the year, making addresses and tightening the bond of cooperation between them and the N.F.C. He was given an ovation and special thanks of the congress for the fine work he has done.

all the societies, she said, and there was no specific objective of any society that was not constructive. There have been changes but the ideal of mutual help has remained constant throughout the years. Lodges also have contributed invaluable service in breaking down arbitrary social barriers.

Helped to Bring Tolerance

They have contributed much in creating a greater degree of tolerance between races and creeds in this country. For instance, it is only of comparatively recent date that any significant recognition has been given to women, she said, whereas in years past a woman could not do much in the lodges unless she asked her husband. The women's societies were a powerful factor in the enfranchisement of women.

Lodges have had a beneficial effect

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Special Committee to Draft War Aid Plan Proposed

Appointment of a special committee by the incoming president and executive committee for the purpose of drafting a comprehensive program of war activity to be supported by all member societies and local lodges, was recommended in the report of the committee on lodge activities. It was proposed the committee preferably be of five or seven members. C. L. Biggs recorder Maccabees, the chairman, read the report. He is a past president of the N.F.C.

N.F.C. societies and their lodges almost without exception are taking an active, sincere part in the war effort, it is shown by answers to a questionnaire sent out by the committee. The societies have the responsibility of enrolling every member in a program of war aid, he said. There are 277 societies affiliated with N.F.C. and the Canadian Fraternal Association, having more than 100,000 lodges and combined membership of about 8,000,000. There are over 165,000 lodges of purely fraternal, patriotic and social societies which undoubtedly would be willing and ready to join the N.F.C. societies' lodges in this work. Thus some 32,000,000 fraternal members could be mustered who would represent a unified movement of great potentialities in defending the democracies.

Urges Taking Leading Part

"The fraternal system would be derelict in its responsibilities to the people of our united nations if it failed to take the lead," Chairman Biggs said. "We must cast aside all thoughts of normal activities. We cannot rest on our cherished laurels earned from having proved ourselves in the past to be patriotic, aggressive institutions. We must again demonstrate our patriotism and aggressiveness by acting and by acting now, in unison in a planned program of war assistance."

"The complete unified cooperation of an aroused and enthusiastic populace is essential. The part of the fraternal societies and their lodges in this war effort lies in fostering that spirit. In the opinion of your committee, the fraternal system is admirably suited for this purpose."

He outlined what fraternalists could do in the war effort. Outstanding is fortification of civilian morale, which means imbuing in the minds of the people a spirit of willing sacrifice, of foregoing material comfort in order that the war machine may roll unhampered,

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Front row—J. D. Reeder, actuary; Paul J. Leyhe, St. Louis; E. E. Bertram, Milwaukee, all of Aid Association for Lutherans; Walter Green, Chicago, consulting actuary; Earl Nicholson, New York, Joseph Froggatt & Co.; back row—Walter M. Emig, Milwaukee; Fred C. Bammel, West Bend, Wis.; John P. Stack, Maccabees, Chicago; John Pekrul, Milwaukee, all of Aid Association; R. A. Latta, actuary associated with Mr. Green.

Society Presidents Take Up Issues

Mrs. McCurdy Is New President of Section

Forum on Current Problems Is Valuable Feature of Annual Meeting

Mrs. Grace W. McCurdy, head of Royal Neighbors, Rock Island, Ill., was elevated from first vice-president to president of the Presidents Section at the annual meeting Tuesday. She succeeds Francis Taptich, president United Societies of Greek Catholic Religion.

Norton J. Williams, who Thursday was named N.F.C. president, has been second vice-president of the section and was advanced to first vice-president. Mrs. Minnie Hiner, head of Neighbors of Woodcraft, was named second vice-president. She has been secretary-treasurer. The latter post was given to S. A. Oscar of National Mutual Benefit, Madison, Wis.

The new officers were installed by Hill Montague, Mutual Life of Richmond, Va.

Three Outside Speakers

Three speakers from outside the N.F.C. provided an exceptional program. Harold W. Breining, assistant administrator, read a paper prepared by Gen. Frank T. Hines, administrator Veterans Administration, Washington, who was unable to attend due to a cold.



MRS. GRACE W. MCCURDY

Other speakers were L. H. Sloane, vice-president Standard & Poore Corp., New York, and Dr. I. K. Gardner, associate medical director Reliance Life.

Greetings were extended by T. R. Heaney, N.F.C. president, and W. C. Below, president Illinois Fraternal Congress. Mr. Heaney emphasized the presidents carry the load and must depend upon subordinates, who must be efficient, able and loyal. Fraternalists will find they will be doing things of necessity that they never before have done, he said. Mr. Below said there is more fraternal life insurance in force in Illinois and more assets than those of old line companies, according to the Illinois department report. E. F. Barnes, fraternal supervisor Illinois department, welcomed the section. The greatest opportunity for fraternalists exists today, he



Vaughn V. Moore, Chicago, agency manager North Star Life; Jacob Fafara, Chicago, chief organizer Polish National Alliance. Henry R. Freitag, Modern Woodmen, president Press Section; J. C. Phillips, Modern Woodmen, president-elect Fraternal Field Managers Association, and John E. Little, Maccabees, retiring president Field Managers.

said. Grace W. McCurdy, head of Royal Neighbors, responded.

Insurance activities of the veterans administration were explained by Mr. Breining.

General Hines' paper expressed opinion no boy suffering from line of duty disability should be discharged from service without being informed of his rights under the law. This matter has been taken up with authorities and it is anticipated a solution will be worked out. He called for faith in the leaders, for full support of the President's war mandates.

Judge T. L. McCullough, Praetorians, asked what constitutes proof of service death. Mr. Breining said a difficult question is "missing in action" cases. To meet this, Congress passed an act to permit continuing a man's pay allotments for six months, then another six months. Within that period it is felt there could be determination of whether the man was killed.

Many changes in the investment picture and effects of the war were told by Mr. Sloane. The position of governments remains unchanged despite the vast financing ahead. Fraternalists invest heavily in municipals. He said income from future issues of state and municipal bonds is to be taxed by the new revenue bill. The plan may not remain in the bill this year, but it is slated to be enforced before long. If existing municipals should be obliged to surrender their tax exemption, there would be a drastic effect on their prices, he said. It steadily becomes more obvious all institutions will be obliged to absorb large quantities of governments. The fraternalists are quickening their pace of such purchases,

with 58 percent increase in the first half of 1942.

An interesting forum on current fraternal problems made up the afternoon program. S. H. Hadley, president Protected Home Circle, N.F.C. past president, said he had revised his ideas on lodge activities in the last year. He always has been an ardent supporter of the lodge system, but since Dec. 7 conditions have changed vastly. Society leaders will meet problems such as rubber and gasoline curtailment. Less people will be willing to use their cars to attend lodge. He would not do away with adult meetings, but once or twice a year would hold a roundup, and he would especially emphasize junior meetings. Young people will attend if meetings are interesting.

Question of Writing Group

President Taptich brought up the question of fraternal writing group insurance. Bradley C. Marks, A. O. U. W. of North Dakota said he long had thought on this proposal and sees no reason why it should not be successful. E. W. Thompson, Maccabees' chief, sees nothing wrong with the principle. A difficulty would be imposing some requirements called for by law which do not affect old line companies. Maccabees has tried it out successfully among West Virginia miners, and Georgia mill men.

Holgar J. Johnson, who in the morning addressed the Medical Section, sat in as an observer at the Presidents Section, was introduced and commented that old line and fraternal companies have common objectives.

Dr. J. K. Gardner, associate medical director Reliance Life, Pittsburgh, spoke

on the effect on life insurance of the health trend resulting from the war effort. The newer concept of all-out war affecting civilians as well as men in service is bound to have a strong impact on health trends, he said.

Civilian Health Slighted

There have been great medical accomplishments in treatment of wounded soldiers, regarding infections, shock, etc., and the knowledge of epidemiology has advanced far. Vigorous action is taken against venereal diseases. However, a survey of civilians shows not quite 70 percent live in localities adequately cared for by public health officials, and many localities which have such service are deficient in nursing care and laboratory facilities. Draft figures disclose 43 percent of rejects for physical disabilities, based on standards existing before Pearl Harbor, which since have been reduced.

Dr. Gardner predicted soon there would be a plan for relocation of physicians to man necessary areas; extension of public health facilities and medical care, either through the American Medical Association or federal government, and a great public health educational campaign.

Problem of Personnel

Mrs. Dora Alexander Talley, head of Woodmen Circle, said there should be better war work organization in societies and lodges. It is difficult, if not impossible, to keep the office force up to past standards because of inducements of high wages elsewhere. It may be necessary to employ older people and those who are disabled.

Mrs. Minnie Hiner, head of Neighbors of Woodcraft, proposed that 10 cents per member per year could change the situation by providing an advertising fund, of \$600,000, enough to finance a half-hour national hookup radio program for the fraternal institution for 52 weeks a year. This could be made a powerful means of popularizing fraternalism, she said.

The nominating committee chairman was Bradley C. Marks, auditing chairman, Mrs. McCurdy, and credentials chairman, T. W. Midkiff, W. O. W., Denver.

An unusual arrangement of meeting rooms for the section gatherings Tuesday made it possible to keep in contact with all but the Law Section by remaining on one floor. This proved very convenient and those attending expressed hope a similar setup could be arranged at future meetings. Leonard Hicks, managing director Morrison Hotel, was complimented on the fine service rendered and the physical arrangement which minimized running up and down on elevators and stairs.



Paul N. Mantz, Lincoln National Life; Lendon A. Knight, general attorney Royal Neighbors, chairman N.F.C. law committee, and T. A. Torkelson, Lincoln, Neb.

Field Managers Discuss Problems

A.L.C. President Brings Message to Managers

McAndless Tells Sales Qualities Needed—Phillips Elected as Head

NEW OFFICERS ELECTED

President, John C. Phillips, general field organizer Modern Woodmen.

Vice-president—Fred A. Johnson, general organizer Royal League.

Secretary-treasurer—N. K. Neprud, supervisor of agencies Lutheran Brotherhood.

Executive committee—Mrs. Bina West Miller, head of Woman's Benefit; H. A. Mitchell, Equitable Reserve; S. C. Holston, Woodmen of the World, Omaha; John E. Little, Maccabees.

A working knowledge of objectives in life insurance selling is the fundamental need, A. J. McAndless, president of Lincoln National Life and of American Life Convention, declared in an inspiring address at the annual meeting of the Fraternal Field Managers Association.

He said one test of the selected objectives is whether they have the qualities of clearness, distinctness and adequacy, but another equally important is whether they show the qualities of intuitiveness and of symbolism. This latter usually is signified by a knowledge that the worker is on the right track, that his methods will work. Mr. McAndless' inspiring talk is presented at length elsewhere in this issue.

The Field Managers in their business meeting rejected a proposal that the group be consolidated with the N.F.C. as one of its sections, and then approved another resolution to refer this matter to the executive committee for consideration.

The elevation of Mr. Phillips to president followed the resignation of C. D. DeBarry, vice-president, who was in line for advancement, but who about 10 days ago resigned as general sales director of Catholic Order of Foresters and thus was not qualified to continue as a field manager. Mr. Johnson has been active in the association for a number of years and is one of the younger, more progressive field organizers. He probably will be president next year. Likewise, Mr. Neprud has done much yeoman work in the group.

John E. Little, actuary and field director of Maccabees, presided as president.

(CONTINUED ON PAGE 35)



New officers of Fraternal Field Managers Association—H. A. Mitchell, Equitable Reserve, executive committee; Fred A. Johnson, Royal League, vice-president; John C. Phillips, Modern Woodmen, president; N. K. Neprud, Lutheran Brotherhood, secretary-treasurer; members of executive committee—John E. Little, Maccabees, retiring president; S. C. Holston, Aid Association; Mrs. Grace W. McCurdy, Royal Neighbors.

Company President Airs Views on Need of Objectives

Life insurance could well adopt principles used by sales executives in distributing tangible goods, A. J. McAndless, president of the American Life Convention and of Lincoln National Life, told the Fraternal Field Managers Association in an inspiring address Monday.

"What is the first thing you experience in trying to sell?" he asked. "I think it is, how does your sales work register?"

"We all should strive to get a working knowledge of what we are trying to do," He noted a great French philosopher decided he should define every word and term he used and prove every conclusion. One solution, he said, might be to start all over again and build anew. But another more practical way, he said, probably would be four tests: If our ideas have the qualities of clearness, distinctness and adequacy, and if they have the quality of intuitiveness and symbolism. A person can recognize many objective things; a life insurance worker has a clear knowledge of his job if he can see clearly his objectives.

Gives His Own Idea

Mr. McAndless said he feels he is not serving the institution well when he declines a risk that the agent has worked hard to put on the books. That is his personal reaction to his responsibility of providing all possible protection to the public. He noted in Sweden no double



A. J. McAndless, president American Life Convention and Lincoln National Life, addressing Fraternal Field Managers Association.

indemnity is sold because it is felt that if a man has \$5,000 of life insurance and \$5,000 of double indemnity he may feel he has \$10,000 of coverage and so go underinsured. Thus the objectives of individuals, institutions and countries vary.

He said we use many terms today, such as "democracy" which if we were pinned down we could not precisely define. "I feel many field workers similarly do not exactly know their objectives," he said. "A worker can operate

(CONTINUED ON LAST PAGE)

Selling Insurance as Inflation Curb Aids Nation

Marks Urges Producers to Become Imbued with Crusading Zeal

Fraternal field workers must aid their country in stopping a disastrous inflation, Bradley C. Marks, head of A.O. U.W. of North Dakota, told the Fraternal Field Managers Association in a talk on today's opportunities for the field people. They have an obligation to put into this work all their physical and mental energy.

There are many reasons today why people should buy life insurance, he said. Life insurance has stood the test and the public has confidence in it as a sound financial system. The story must be told in a more human way, about the things that it will do.

Old Formula Not Now Safe

Not alone lives will be lost in the conflict, but property savings, and also there may come the disaster of inflation. Mr. Marks said the old formula to hedge against inflation was to invest in stocks, real estate or commodities, but he believes this would not be so good a step as in the past because high tax rates would take a large proportion of any profit or gains. A profit from increase in dollar values from such investments so as to maintain the same purchasing power with capital is the purpose of this older formula.

Past inflations have not been complicated with high individual and corporation taxes, he said. The investor who chooses stocks, real estate or commodities that gain nothing or even depreciate by reason of inflation thus if he guesses wrong suffers loss by his attempt to hedge. Great losses or mistakes in financial planning affect rich and poor adversely.

"It is my opinion that hedging methods of that kind do not fit this present day disturbance, and are very dangerous. The best hedge is to make certain of your principal and so plan that you can hold what you have and carry through to the time when the inflation balloon starts down and your dollar will again buy as much or more than it does now or than it did at the height of the inflation."

"Life insurance and war bonds, meet this qualification. The policy has a known value to the family at death. It eliminates worry. Purchases cannot be

(CONTINUED ON PAGE 43)



New officers of Secretaries Section (left)—Mrs. Clara B. Bender, Degree of Honor, St. Paul, vice-president; Oscar A. Kottler, Artisans Order of Mutual Protection, Philadelphia, president; two executive committee men, P. O. Bowers, Ben Hur, Crawfordsville, Ind., and John Masich, Greek Catholic Religion, Munhall, Pa.; Miss Erna M.



Barthel, Royal Neighbors, Rock Island, Ill., secretary-treasurer; Thomas R. P. Gibb, Order of Scottish Clans, Boston, past president.

Right—Registration desk staff—Eleanor Friel and Jane Byrne, C.O.F.; Betty Koehr and Helen Bauer, N.F.C. headquarters; Eleanor Wenz, Morrison hotel.

Actuaries Consider Inflation Effects

Smith New Head of Fraternal Association

I. W. Smith, actuary of A.O.U.W. of North Dakota, Fargo, was elected president of the Fraternal Actuarial Association at the annual meeting Tuesday. He succeeds James D. Reeder, actuary Aid Association for Lutherans, Appleton, Wis., who presided.

The other new officers are: Vice-president, Eugene H. Pakes, actuary Woodmen Circle, Omaha, advanced from secretary, a post he has held for a number of years; secretary, M. L. Ridgeway, assistant secretary Equitable Reserve, Neenah, Wis., who also has actuarial duties; editor of "Proceedings," James D. Reeder.

Members of Executive Council

Members elected on the executive council are: J. E. Reault, Maccabees, Detroit; H. R. Taylor, consulting actuary, Cedar Rapids, Ia., and Frank J. Gadiant, actuary Modern Woodmen, Rock Island, Ill.

W. H. MacCurdy, actuary Railwaymen's Relief Association, gave a paper on "The Place of the Actuary in Fraternalism," and Mr. Ridgeway one on "Meeting Cash Demands in Depression Years."

The rest of the day was devoted to discussion of papers read at previous meetings, subjects and discussants being: Distribution of surplus, Barret N. Coates and Maurice Wolfmann, consultants, San Francisco; streamlined by-laws, E. D. Brown, Jr., Chicago; punch card systems, F. C. Stouffer; valuation of supplementary contracts by attained age, D. D. Macken, Woodmen of the World, Omaha.

Smith Discusses Paper

I. W. Smith, actuary of A.O.U.W. of North Dakota, discussed the paper of Ralph E. Lane delivered at a previous meeting, on "A Workable Hyperbolic Formula for Cash Values." He said in order to determine cash or surrender value of a policy it is necessary to know the desired expense allowance of a particular company and the basis of valuation so that equity to the policyholder can be secured for the different types of policies and years of duration. The laws of several states generally define the status of surrender values, perhaps vague but arbitrary, Mr. Smith commented. From these conditions it seems that all the actuary can do is to proceed from assumption to logical conclusion and derive a method of procedure accordingly.

Mr. Smith said in actual practice he wonders how far the results of the paper are directly applicable in their present developments, but it does lead the way for considerations of the problems of expense allowance, surrender values and cash values which may produce results that are more usable than theoretical.

Royal Neighbors Managers Have Chicago Rally

Managers of Royal Neighbors from about 35 states held a conference in Chicago for two days last week with the supreme officers, headed by Mrs. Grace W. McCurdy, head of the society. All the supreme officers were present and also the board of supreme auditors. In addition, state juvenile organizers attended.

Production plans and field problems were considered. One of the chief subjects of discussion was difficulties created in getting around the territory in view of tire and gasoline rationing. Mrs. McCurdy expressed the view that this is not convenient, but many persons are having to give up conveniences in

Cash and Loan Prospect After War Ends Needs Study

Problems arising from the cash and loan provisions of life insurance policies justify the most careful thought of life insurance executives, M. L. Ridgeway, assistant secretary Equitable Reserve, Neenah, Wis., told the Fraternal Actuarial Association in an address on "Meeting Cash Demands in Depression Years."

The average individual may enter the post-war period with a few war bonds and more nearly out of debt than he has been for a long time, but, Mr. Ridgeway asked, will he have sufficient means at his disposal to meet his living and overhead expenses during the period of transition from the business of war to that of peace? Following war time how long will be required for industry to convert plants and equipment to production of goods for civilian use?

Paints Black Picture

Continuing high taxes and living costs will curtail purchasing power, which in turn will lessen the demand for civilian goods no matter how badly they may be needed. Nations will be bankrupt, resulting in the loss or impossibility of reestablishing foreign markets until satisfactory international credit can be arranged. Thousands of war workers will lose their jobs and many other thousands of young men will be discharged from service will be seeking employment.

"These economic problems will eventually be solved but it may take several months, and in the meantime the insurance organizations of the nations will be faced with a heavy demand for funds through policy loans and cash surrender values. The public will expect and will be encouraged to expect financial assistance from insurance organizations."

"A substantial proportion of the life insurance now in force has been purchased with the thought in the mind of the purchaser that in addition to the protection the cash and loan features would provide a source of ready cash in case of an emergency. Field representatives have stressed these features in the sale of the modern policy."

Policyholders Expect Privilege

"Over 60 million policyholders have been educated to look upon their insurance reserve as the first, rather than the last, source of credit. Their experience during the last depression when they found their insurance cash or loan value alone of all their possessions was instantly available, 100 cents on the dollar, will cause them to turn immediately to this private and convenient source of cash whenever they need it."

"The cash surrender values paid plus the increase in policy loans reached a total of approximately 12 percent of policy reserves during 1932. A heavy cash withdrawal such as this does not come suddenly but is reflected in substantially increased withdrawals over a longer period, both before and after the peak is reached. It would seem wise, therefore, for a well managed society to put itself in position to realize in cash over a three or four year period of anticipated economic stress at least 20 percent of its assets."

"To achieve liquidity requires a sacrifice in investment income, but a society must be willing and in position to make

order that we may win the war. She said fraternal were founded on foot and can operate that way again."

The managers qualified for the trip to the N.F.C. meeting by filling their quotas over the period of a production campaign.

such sacrifice as may be necessary to guarantee fulfillment of the terms of its outstanding policies. A substantial cash balance must be built up and maintained whenever there are indications that a period of economic stress approaches.

"United States government bonds because of their ready market ability and relatively slight fluctuation in price offer an excellent method of achieving liquidity. Diversification of the maturity dates of other high grade bonds which would surely be paid at maturity even in a depressed general market is essential. Short term bonds of financially sound corporations will not suffer so greatly in times of severe economic stress as will their long time obligations."

"Mortgages, ordinarily considered a frozen asset, can be made more liquid if they are granted only on a basis re-

(CONTINUED ON PAGE 39)

Long War May Bring Up Matter of Interest Rate

Undoubtedly if the war lasts for an extended period some thought will be given among fraternal society leaders to whether it would be well to drop the interest assumption to 2½ percent or even 2 percent, J. D. Reeder, actuary Aid Association for Lutherans, Appleton, Wis., declared in his presidential address before the Fraternal Actuarial Association.

"It also might be well to give some thought to adopting the American Men table in place of the American Experience table," he said. "This will become necessary if the societies are required to buy an unusually large proportion of government war bonds."

"No doubt, if the war continues for another year, private financing will have fallen to a mere dribble, and it will then be necessary to buy practically nothing but war bonds. This matter will bear watching closely."

"Undoubtedly the question of infla-

FACING THE FACTS

We are living in an age of realism—in a time when men and women, both young and old, are becoming more practical in facing the duties and conduct of life.

Foremost among these realities and the chief concern of the family group, fathers and mothers, sons and daughters, is to provide for dependent ones, to accumulate resources that may be used in the emergencies of life and to make provision in the event of being stricken and totally disabled.

These desirable and essential purposes may be experienced through the Ordinary Life Certificates, the Twenty Payment Life Certificates, the Twenty Year Endowment Certificates for both Adults and Juveniles and the Modified Endowment Certificates maturing at age sixty-five, issued by the Society; while associated with membership in the Order are valuable fraternal privileges providing for the orphans of deceased members, homes for the aged and sanatoria treatment for the tubercular and sufferer from cancer.

These Certificates, broad in their scope, practical in their application and sound in their saving features, serve well in assisting men and women who recognize, notwithstanding war and increased taxation the obligation that they owe to themselves and to their families—men and women who would provide for the future in this realistic age.

Assets over \$43,000,000.00

THE INDEPENDENT ORDER OF FORESTERS

Head Office: Toronto, Canada

Victor Morin
Supreme Chief Ranger

John F. Lang
Supreme Secretary

Frank E. Hand, S. C., A. S. C. R.
Superintendent of Field Work

tion looms high in the minds of all of those present here because of its direct effect on the expense funds of all of the societies. It is probably true of the majority of all of the societies that the loading for expenses has been set at a minimum so as to keep the gross premium in line with other competing companies. It is true also that some competitors are not hampered by limitations placed upon them by statute requiring that expense funds be segregated and prohibiting the company from using any portion of the net premium for expense.

Eliminate Nonessentials

"It may become necessary for the societies to recognize that this old procedure should be abandoned at this time in order to put them in a position to meet their proper operating expenses. Sight should not be lost of the fact that in times like these it is proper to examine every function with the thought in mind, 'Is it necessary and can it be gotten along without.' It should also be remembered that it is easy in times like these to throw over practices or customs which are of questionable value, because there is or will be a shortage of help in each home office and everyone is busy without doing these unnecessary things. Close scrutiny of each function and job should be practiced."

Mr. Reeder warned that after the war period there will come a lull when there will be demands for cash and loan values and the actuaries and society heads should lay their plans now to meet these needs of the membership.

Urges Examining Reserves

"Changing social values may make it advisable to build up reserves to take care of depreciated assets, and it would seem that the contingency reserves and undistributed surplus should be examined closely, and if necessary the refunds or dividends should be checked again. Too much attention cannot be given to these matters."

These are the most momentous days in American history, he said, and what happens in the next two or three years no doubt will influence to a very great extent what the life and economy of the country will be for the next 25 to 100 years. This seems to be a period of maximum change and doubtless it will be necessary for the insurance world to change many of its ways in order to survive this period of upheaval, he said.

Mr. Reeder noted that some societies have adopted war clauses since he made that recommendation at the San Francisco annual convention last year, yet while this has had the effect of causing young men of military age to seek insurance elsewhere it has not affected total production to any extent.

Write More Nonmilitary Lives

One society has not fallen off in production although a greater proportion of its new business is on lives under 16 and over 40. This has seemed to be the general experience. He said these societies are much better satisfied since they are not taking the additional hazards brought on by the war.

"No doubt there will be many problems for the insurance business to face in the next year," he concluded, "and an open mind must be maintained to keep in pace with this changing world. This is very essential if we in the United States of America wish to keep a free enterprise system and our democratic way of life."

A large registration Sunday night before the meeting opened was reported by the Morrison Hotel management, indicating more than usual interest in the gathering. Many reservations for Monday were taken up Sunday. The opening session of the field managers was jammed, an unusual demonstration at the N. F. C. meetings. So large was the group that it had to be housed in a ballroom in place of the usual much smaller meeting room.

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.



Fred A. Johnson, Royal League; N. K. Neprud, supervisor of agencies Lutheran Brotherhood. Early scene Monday at registration desk—Manager Foster F. Farrell behind desk with a number of women signing up.



Special Committee to Draft War Aid Plan Proposed

(CONTINUED FROM PAGE 29)

of encouraging every individual to do a better job and discouraging mean, spiteful criticism of leaders. These are the channels through which unscrupulous agents of foreign countries undermine our war program, Mr. Biggs said.

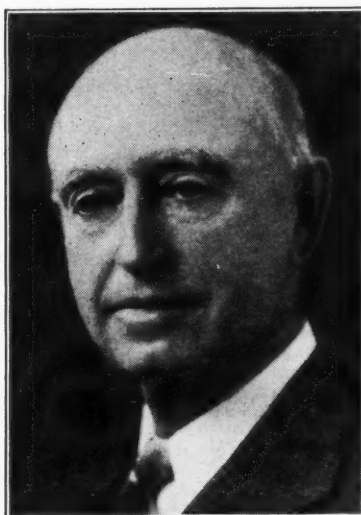
Other Opportunities for Service

Next in importance is assisting in fostering the morale of those in the service. It is vital the boys have confidence that their people at home are doing their part. An essential activity

meeting the requirements of defense preparedness and carrying this to every hamlet in both nations.

Cooperation with the Red Cross was stressed, the committee noting that it is a fine thing to give blood for the plasma supply. The fraternal system also should strongly support the "Salvage for Victory" program. Mr. Biggs

said he did not wish in any way to minimize the value of the societies' activities now being conducted along these lines but he said much more could be done by a relatively small increase in effort if all the societies and their lodges were organized in a unified program for war aid. This would tend to bring a greater national solidarity.



C. L. BIGGS

is writing frequently to those in service. Another is helping to provide dancing and entertainment for service men in encampments, making gifts of cigarettes, cakes, etc.

Next, the societies and lodges can assist financially. They should encourage members as individuals to purchase war bonds and stamps, and members should be stimulated to become salesmen of these, at least boosting the practice of investing surplus funds in these securities. Idle funds of local lodges should be used to purchase bonds and stamps and campaigns can be carried out with the goal of a predetermined amount of bond sales. Outright donations of cash or its equivalent in war material were suggested by the committee.

Can Aid in Civilian Defense

Lodge members can and should play a major part in civilian defense. The responsibility for training a large force of civilian volunteers is purely a community one, Mr. Biggs said. The lodge system with units in practically every inhabited area of the North American continent provides a fine network for

The Catholic Order of Foresters

EXTENDS GREETINGS

to the

EXECUTIVES AND REPRESENTATIVES

of the

AFFILIATED SOCIETIES

of the

NATIONAL FRATERNAL CONGRESS OF AMERICA

IN CONVENTION ASSEMBLED

at the

FIFTY-SIXTH ANNUAL MEETING

in the

MORRISON HOTEL, CHICAGO

SEPTEMBER 28 TO OCTOBER 2,
1942

Medical Director Foundation Stone of Society

The greatest need of most fraternal societies is better business management and no department can contribute more to the society's stability and prosperity than the underwriting department, Oscar E. Aleshire, president Modern Woodmen, told the Medical Section in a talk on "The Importance of the Services of a Medical Director." Some societies, he said, are paying a higher cost for acquisition of business than it is worth; some are lax in the selection of business. The war years will be a severe test of the quality of management.

He said in Modern Woodmen real improvement has been made in underwriting although the society has not yet given the underwriting department all the helps which have been provided for better underwriting. The improvement is showing in the quality of business and its persistency, and in time it will show in reduced mortality, he said.

Cannot Expect to Be Popular

"My sincere sympathy is with medical directors, because I know they must stand like a stone wall against the importunities, sometimes from good agents who think they know more about what is good for the society than the medical director does. There is a fraternal side to our business and it should be cultivated to a greater extent. But there is also a business side which we dare not neglect even though it affects the fraternal side of the business.

"I cannot hope for increased popularity of medical directors with those who produce business, but if they are efficient and always start with the premise that what is best for the society will finally be best for all its members, they will some day come into their own reward and will receive high praise if the management is intelligent and familiar with the good work the underwriting department is doing.

Must Show No Favors

"Without exception, no favors should ever be shown even on small certificates if the business does not measure up to the standards of underwriting which have been set. When better business comes in, cheaper fraternity usually goes out, but we must hew to the line in our business management if our societies are to live and serve and prosper."

Mr. Aleshire said unless the medical director is prejudiced and inefficient, he is sure to be unpopular with the business producers. The field men generally feel that the head office and medical director are in collusion to limit production of new business by rejecting all the good business they possibly can, whereas nothing can be further from the truth.

"New business is the most important thing in any life insurance society," he said. "If new business is not produced the society will not grow and prosper and there will be little need of record keeping, actuarial services or investment management."

Constant Watch for Crooks

It is unfortunate, he said, but every life insurance organization has a few crooked agents and the combination is hard to beat when a crooked agent collaborates with a crooked prospect. It is essential the competent medical director review all new business the same as the supreme court may review legislation to determine whether it is constitutional or not.

He said while he personally does not believe in writing non-medical business most societies are writing it. He acknowledged there are many things in its favor but he believes all policyholders should have the common starting point of sound health. When business is written non-medical there should be some limitations as to age, amount,

family relationship, territory and agent's experience. Modern Woodmen's experience on non-medical so far is good. Non-medical was not brought about by inefficient medical directors but by inefficient examinations in the field, he said. Good inspections are an invaluable ally of the medical director. Non-medical does help in selling.

Quality Business Essential

"It is more difficult to secure new business now than in peace time," he said, "and so perhaps it is more important now than ever that the under-



OSCAR E. ALESHIRE

writing department should be on its toes in the approval of quality business only. We can't do much about interest rates. There are reasons why the government is justified in keeping interest rates down. On the other hand, all of us have to earn a certain rate of interest if we are to mature our contracts and so preserve our societies for the millions that carry life insurance.

"Outside of economical management the only other source of gain we have is a saving on mortality. The medical director and the underwriting department can do much along this line." He said the building of an efficient underwriting department is a long range proposition requiring 10, 20, or 50 years for the curve to straighten out. "I do not expect my own society to make great progress during these war years, but I am determined with the help of the underwriting department and good business management to see to it that the society lives, that it emerges from these unusual times financially and actuarially sound, even though somewhat scarred."

Notes Other Important Duties

Mr. Aleshire said he expects the medical director to render more service than merely passing upon applications. He must often use his judgment to determine whether his society can afford to write an applicant on the kind of contract and for the amount for which the applicant chooses. He can help also in making an analysis of the society's business. He said short term deaths quite generally are referred to the legal department to ascertain if any fraud was committed, but too seldom is the medical director asked to review short term deaths to see whether his hindsight is better than his foresight.

Woman's Benefit and Woodmen Circle mustered a large attendance of their managers, the delegations being led by Bina West Miller and Mrs. Dora Alexander Talley, respectively, heads of these societies.

Medicos Select Dr. Petersen as Section Chief

Dr. J. R. Petersen, Lutheran Brotherhood, St. Paul, was named president of the Medical Section at the annual meeting Tuesday. He succeeds Dr. E. A. Anderson, medical director Modern Woodmen, Rock Island, Ill.

The other new officers are: First vice-president, Dr. T. E. Johnston, Security Benefit; second vice-president, Dr. C. M. Frye, Fidelity Life, Fulton, Ill.; secretary-treasurer, Dr. J. G. McGrath, chief medical examiner Catholic Order of Foresters, reelected.

A fine program of papers included a summary of war clauses by Dr. Hada M. Carlson, supreme physician Royal Neighbors, Rock Island; a stirring talk by H. J. Johnston, president Institute of Life Insurance, New York City, on relation of medical directors to national public welfare during the world conflict; importance of medical director's services, by O. E. Aleshire, president Modern Woodmen, Rock Island; abnormal pressure, by Dr. H. Clive McAlister, medical director Lincoln National Life.

Other papers were on underwriting

Mrs. Schoessel Head of Press Section

Mrs. Myrtle E. Schoessel, editor of Royal Neighbors, was elected president of the Press Section at the annual meeting Tuesday. She succeeds Henry R. Freitag, director of publicity Modern Woodmen. Both are from Rock Island, Ill.

Harold Allen, editor Fidelity Life, becomes vice-president and Mrs. Mary A. Baird was reelected secretary-treasurer. The executive committee includes Mr. Freitag, Mrs. Venus English, W. O. W., Omaha; T. J. Carroll, Catholic Order of Foresters, Columbus, O.; F. B. Mallett, Protected Home Circle, Sharon, Pa.; S. J. Stefanowicz, Polish Roman Catholic Union.

President T. R. Heaney and Vice-president N. J. Williams of N. F. C. gave brief addresses at the annual breakfast. The underlying theme of discussion throughout the day was the fraternal magazine in war time, sub-topics being developed by several members, with an open forum following.

practices, by Dr. McGrath, and cancer in relation to life insurance, Dr. A. Sampolinski, Polish National Alliance. General discussions followed the papers.

In The Thick Of It!

Fraternal societies, their thousands of local units, their millions of members, and their entire personnel are gladly in the thick of the battle on the Home Front, ably assisting our Nation's war effort in every possible manner.

Thus together with their usual benevolent activities, the Fraternal societies are having further credit added to their record of always being a powerful influence in improving America's general welfare.

Aid Association for Lutherans

Legal Reserve Fraternal Life Insurance

APPLETON, WISCONSIN



Mrs. Minerva Mann, Chicago, Illinois state director of Woman's Benefit; Mrs. Katherine V. Crowdon, New York, state director of Woman's Benefit; Mrs. Foster F. Farrell, wife of N.F.C. manager.

A.L.C. President Brings Message

(CONTINUED FROM PAGE 31)

Thomas R. Heaney, retiring N.F.C. president, extended a greeting to the field managers, and told them some of his own experiences in the field as a veteran representative of C.O.F. He urged not overlooking the members who don't attend meetings, saying they also have an interest in the society.

Mr. Heaney touched on large lines of insurance, saying the very size of such risks indicates they are too busy to attend and take part in lodge meetings. The fraternal system has been built up from \$1,000 policies, he said. It is a large sum to most people when death comes. The average fraternal certificate is about \$800.

"I would rather have 25 friends at \$1,000 each than one \$25,000 policyholder," he said. "The 25 will bring far more into the lodge and to the society."

Urges Not Overselling

Mr. Heaney said in the first eight months this year a large proportion of the life insurance has been sold in the income group \$1,500-\$3,000. It isn't a good thing to oversell people on insurance, he warned. When the day of payment comes the policyholder is dissatisfied. If he pays the premium he is disgruntled; if he cannot pay he has lost his protection and becomes an enemy of the field representative who sold him and of the society and the whole institution.

There is a distinct advantage for ladies' societies in the present times because a great many women are replacing men in business and industry. They are earning more money than they ever did before and are good prospects for life insurance.

He said the N.F.C. officers and committee chairmen gave unselfishly and energetically for the common good in the last year and did a fine job of work.

Unwillingness to pay the price of responsibility is the reason why so many persons never become leaders, Mr. Heaney concluded. Success comes not only from employing great energy, initiative, etc., during the day, but also from burning the midnight oil.

N.F.C. Vice-President's Views

Norton J. Williams, president Equitable Reserve and vice-president N.F.C., who was slated to become president, said he would not talk about the past, for it seems to him a sign of stagnation. Today and tomorrow are important. A great many societies are showing increase of insurance in force and of sales, he said, which is a good sign. He urged a plan be put in effect for societies to report their progress to the N.F.C. so the figures could be compiled to show

the public that the legal reserve fraternal institution is alive to its responsibilities and forging ahead.

Mr. Williams commented on the organization of the managers association in 1935. It was formed for managers only, and attendance of about 50 was anticipated. Now society executives, including presidents, secretaries and directors, take an active interest in the group and attendance is 200 or more, he said.

He seconded T. R. Heaney's suggestion that field workers go out and talk to many more people and convince them the fraternal benefit system is the best for them.

Fundamentals Haven't Changed

"America still loves the same things today that it did 40 years ago when my Dad walked a mile and a half across the fields to lodge meeting after a hard day's work on the farm," he said. Mr. Williams inveighed against fraternalists who criticize the lodge system when they have not attended a meeting for years. "I ask them how they know the meetings are not good and interesting any more," he concluded, "when they have not attended for a long time."

President Little announced the auditing committee with H. A. Mitchell, Equitable Reserve, as chairman, and the nominating committee consisting of Norton Williams, Mrs. Dora Alexander Talley head of Woodmen Circle, and Fred B. Mallett, field manager Protected Home Circle.

Mr. Little then gave his presidential address, which is briefed in another column.

Woman Field Manager Talks

Field work in a woman's society was discussed by Mrs. Ethel Hayford, Detroit, state field director of Woman's Benefit. In introducing Mrs. Hayford, Mr. Little said other societies could profit by using some of the methods of women's societies.

"Women field representatives must know the fundamentals of life insurance and how to present their societies' plans just the same as men," she said. "I am insistent our field representatives attend schools of instruction. They must be thoroughly sold on the society before they attempt to sell others. They should be enthusiastic about fraternalism; should know their field personally through seven days a week of personal contacts. They must love their neighbors, maintain a human interest; have tact, diplomacy and tolerance; know the problems of the people in their community and apply solutions."

She said prospecting should be thorough and constant. Service is the main

reason for being in the field, she warned, and not merely the earning of a commission. Mrs. Hayford said time spent in good ritualistic work, fraternal activities, welfare work, civic and civil defense work is profitable.

Discusses Lapse Problem

"Lapsation is always a problem, for members are of no value to the society if they lapse. In women's societies lack of peace and understanding among members often is behind lapsation. Other factors are lack of understanding of the certificates and failure of the field worker to give figures and facts which impress the importance and solidity of the society."

She said war times have created other problems, through tire and gas rationing, with difficulty of covering the territory.

"Live an example," she counseled. "The principle of fraternalism is an extension of the 'Good Neighbor' policy."

Mr. Little called for discussion of the paper from Grace W. McCurdy, head of Royal Neighbors. She noted that Mrs. Hayford had hit on some problems advanced at a meeting in Chicago last week of Royal Neighbors' field managers. "We are going to have to meet these conditions," she said. "After all, they are only temporary. We can't meet them by a defeatist attitude, but

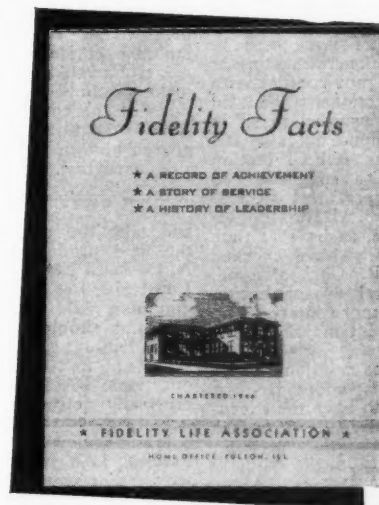
must look them squarely in the face. Our societies were founded on foot. We did it before and we can do it again."

Mrs. Dora Alexander Talley said field workers must be convinced that their mental attitude is the secret of their production or lack of it. Woodmen Circle ladies present—some 15 in all—were asked to rise and were introduced. Mrs. Hulda Donohoe, Springfield, Ill., state manager of Woodmen Circle, commented that Michigan has an organization of fraternal field workers and asked why one could not be formed in Illinois.

Mrs. Hayford spoke again at the request of President Little, commenting that lodge activities have not fallen off, as some have charged. Knitting classes, and others on first aid, etc., are conducted by her society. Ritualistic activities appealing to younger women, such as guard teams, drum and bugle corps, etc., are emphasized.

Frank B. Mallett, gave a talk on "Answering Objections Under War Conditions." One of the great difficulties now is not only the distraction of the prospect by other activities and factors, such as army service, but also the very mechanics of getting around, making collections, etc. Recruiting will have to be intensive and concentrated on getting more and older men, and also women, he said. There are now fewer salesmen in any given community. Mr.

JUST RELEASED!



Fidelity Facts*, a readable, factual brochure describing the many services and accomplishments of an Association that is now offering

NEW contracts!
NEW recruiting aids!
NEW prospecting aids!
NEW sales aids!

All of these along with coordinated induction, training, and selling methods for the new man.

And results? August was the eighth plus month of a year that is running 26% ahead in new paid-for business.

For details write,

THOMAS O. HERTZBERG
General Sales Manager

FIDELITY LIFE ASSOCIATION
HOME OFFICE: FULTON, ILL.

*A Copy of Fidelity Facts will be mailed free upon request.

Mallett's paper is digested elsewhere in this issue.

Opportunities before fraternal field workers were presented by Bradley C. Marks, head of the A.O.U.W. of North Dakota and past president of N.F.C. He said the chief objective now seems properly to be that of aiding the country by removing the amount of the life insurance premiums from competition on the market for consumer goods and thus minimizing inflation. Mr. Marks' fine paper is presented in part elsewhere in this issue.

O. E. Aleshire, president of Modern Woodmen, addressed the field managers at its business meeting on field methods for the year ahead. He also spoke on the allied subject of persistency. He said in the past adequate records were not kept on persistency by many societies.

A suggestion that the Field Managers Association be admitted to the N.F.C.—it is now a separately constituted but closely allied organization—was a good one, he said, and the N.F.C. would be glad to receive it as a section.

Johnson Opposes Move

Fred A. Johnson, Royal League, reviewed organization of the Field Managers, saying at the time it seemed the N.F.C. did not want to form another section of field managers. Mr. Aleshire said it was felt since many society presidents handled the field work there was no need for such a section. But he also said some societies felt it was unnecessary to train field workers in modern selling methods and didn't want such a section. Mrs. Talley noted that her society was one of the first to join the Field Managers. Mrs. McCurdy also discussed the proposal to join the congress, saying the chief issue was to schedule the Field Managers meeting at a time when it would not conflict with sessions of N.F.C. sections. She said there were many who wanted to sit in on the managers sessions but also did not want to miss the N.F.C. section meetings. She noted a suggestion to have the Field Managers meet on Friday of convention week. It was doubtful this would be done, as by that time many attendants usually have checked out for home. O. R. Christofferson, North Star Life, said the organization as constituted carries more interest and no advantage is apparent in joining the congress.

A motion that the association remain a separate entity was adopted. Mr. Christofferson moved to have the executive committee consider the proposal, which carried.

Reports on Finances, F.I.C.

J. C. Phillips, Modern Woodmen, secretary-treasurer, gave his annual report, showing \$1,140 cash on hand. He reported 142 F.I.C. certificates awarded to date. There have been 37 member societies paying dues. Changes in the constitution and by-laws were adopted to correct a previous oversight under which provision for admitting new members was left out, and to permit holding a meeting for more than one day, if desired, and with more flexible limits. Another change sets the annual meeting in September, instead of February as originally.

A resolution on Arthur R. Colvin, field director of Fidelity Life who died earlier this year, was adopted.

Mrs. Talley reported as chairman of the committee on business standards and ethics that nothing has been referred to the committee and it might be assumed there had been no practices to criticize.

Fred A. Johnson reported on the project to copyright the organization's name and the F.I.C. designation. The F.I.C. pin has been protected, he said. It was found unnecessary to copyright the Field Managers' title, as that organization has been in existence for seven years, there would be considerable expense, and if any other group should adopt the name it would be simple to prove priority.

Mr. Phillips proposed permitting applicants for F.I.C. degree to go ahead

Able Manager



FOSTER F. FARRELL

Manager Foster F. Farrell of the executive headquarters in Chicago in his annual report, with which also was submitted the report of the executive committee, showed the myriad activities which are concentrated there. This last year was a heavy one legislative-wise and Mr. Farrell's office was almost snowed under with the work of digesting the many bills which affected fraternal and reporting them to member-societies through a mimeographed bulletin service.

Mr. Farrell also was called upon to make a number of trips to various sections of the country during the year to smooth out difficult situations and proved himself a diplomat as well as an able executive.

and take the examinations, then meet the field production qualification later. A. O. Benz, head of Aid Association for Lutherans, felt the requirement of prior minimum field production was a good one and should be retained. "Freshmen" without sales experience, he said, could not well answer some of the test questions. Aid Association has been especially active in preparing men for F.I.C.

Mrs. Talley feels the minimum of \$100,000 in a year is too high for field workers of women's societies. Women usually buy smaller policies than men. John E. Little, president, said the requirements when stiff make the F.I.C. designation all the more desirable to secure and cherished when won. Mr. Benz moved to continue the present requirements and this was approved. It also was voted to invest some of the cash fund on hand in war bonds. It was suggested all members seek to secure other societies for membership.

Fred B. Mallett presented the slate prepared by the nominating committee. The new officers were installed by Mrs. Grace W. McCurdy.

Fred A. Johnson, field organizer and vice-chief archon of Royal League, still is bemoaning what happened to a \$5 straw hat recently when he visited Omaha. He is an Elk and was met at the station by a delegation, one member of which shook his hand while another snatched his straw—it being past the nominal time for wearing summer head gear. A bonfire was built and Mr. Johnson's hat went up in smoke. Then it developed he had been mistaken for another man and the vigilantes committee made amends.

Several societies held gatherings of officers and field people during the N. F. C. meeting. Fidelity Life of Fulton, Ill., had a luncheon the first day with Walter C. Below, president, presiding. Women's Catholic Order of Foresters, Chicago, and Woodmen Circle, Omaha, held gatherings Monday night, the latter also having a conference of state officers.

The Board of Trustees of the EQUITABLE RESERVE ASSOCIATION

appreciates the honor bestowed on the Association by the election of our Supreme President, Norton J. Williams, to the Presidency of the National Fraternal Congress of America, with its 7,000,000 members in the United States and Canada, and tenders its acknowledgment of this distinct recognition.

Signed: Board of Trustees
Equitable Reserve Association
Neenah, Wis.

SUMMARY OF GROWTH

	Ins. In Force	Admitted Assets	Surplus	Interest Earned	Death Claims	Divs. Paid
1918.....	\$ 676,500.00	\$ 6,735.09	\$ 1,331.47	\$ 68.96	\$ 1,000.00
1919.....	1,115,000.00	19,830.45	5,396.84	356.94	1,000.00
1920.....	2,193,500.00	47,943.34	16,095.95	1,522.17	2,000.00	\$ 935.91
1921.....	3,123,874.00	96,302.23	26,417.64	3,608.30	4,000.00	1,914.64
1922.....	3,676,500.00	162,335.75	45,526.90	6,652.96	5,000.00	3,440.31
1923.....	4,112,500.00	237,789.34	61,282.75	10,779.18	10,000.00	6,071.94
1924.....	5,310,500.00	319,088.41	73,020.58	14,739.12	10,500.00	8,829.95
1925.....	9,390,000.00	431,157.68	70,728.56	19,477.66	13,500.00	10,656.87
1926.....	14,898,265.00	640,589.94	95,773.04	25,215.02	21,000.00	14,586.01
1927.....	20,551,205.00	907,627.32	121,849.51	35,358.49	45,445.00	23,728.30
1928.....	26,370,926.00	1,285,817.79	158,209.94	52,648.58	82,235.00	35,601.56
1929.....	31,782,650.00	1,781,500.70	178,485.20	80,192.30	57,409.42	63,141.05
1930.....	37,675,188.00	2,420,549.09	220,928.06	107,834.52	73,113.00	86,203.89
1931.....	40,763,698.00	3,053,765.13	264,833.15	140,744.94	112,250.00	105,142.27
1932.....	40,977,778.00	3,669,975.61	357,610.74	172,518.42	91,215.00	118,964.27
1933.....	42,568,441.00	4,198,808.69	379,484.40	184,499.86	142,322.38	128,646.54
1934.....	45,996,821.00	4,803,161.13	441,438.30	206,574.07	115,388.25	129,244.11
1935.....	51,028,342.00	5,559,928.85	469,920.35	235,056.19	154,887.87	135,199.49
1936.....	56,190,263.00	6,497,321.45	558,287.61	284,507.57	156,346.00	145,473.63
1937.....	61,097,084.00	7,523,062.79	706,961.42	321,326.48	132,097.00	171,689.58
1938.....	65,334,512.00	8,737,365.36	849,938.34	379,217.56	148,242.00	214,094.96
1939.....	69,713,722.00	10,043,257.52	1,004,130.96	422,499.54	185,224.00	232,840.52
1940.....	74,888,463.00	11,457,782.59	1,156,215.74	460,916.67	203,143.00	263,783.36
1941.....	\$82,385,802.00	\$13,415,045.30	\$1,360,394.36	\$594,961.87	\$181,558.00	\$310,169.86

LUTHERAN BROTHERHOOD

Legal Reserve Life Insurance for Lutherans.

Herman N. Ekern, President

HOME OFFICE

MINNEAPOLIS, MINN.



Above—Royal Neighbors delegation—front row (left to right) Orma Chamberlain, St. Mary's, Pa., state manager; Tillie Albrecht, Champaign, Ill., state supervisor; Mrs. Lynn Edgett, LaSalle, Ill., state supervisor; Anna M. Cooley, Chicago, state juvenile organizer; Mrs. R. E. Koenig, New York, state supervisor; Mrs. Alice Nash, Minneapolis, supervising manager; Mrs. Grace W. McCurdy, head of the society; second row—Mrs. Frances L. Torkelson, Lincoln, Neb., board member; Mrs. Edna Walsh, Kansas City, chairman board of managers; Mrs. Jessie L. Mitchell, Brighton, Mich., board member; Mrs. Myrtle Estes Carter, Abilene, Tex., state supervisor; Mrs. Alma L. Snyder, North Platte, Neb., state supervisor; Mrs. Josephine A. Long, Fargo, N. D., state supervisor; Miss Stella Milleson, Salina, Kan., state supervisor.

Below—Group of Woodmen Circle women—Hulda Donohoe, Springfield, Ill., Illinois state manager; Ethel Holiway, treasurer; Marie Hecker, St. Paul, Minnesota-Wisconsin manager; Mayme Hippler, Cleveland, Ohio manager.

Wisconsin Leader Takes Over Helm

(CONTINUED FROM PAGE 28)

lar ballot and discussion. It is founded on generous impulses and high ideals. The Illinois department feels very friendly to fraternalists, he said.

Robbins and Whatsitt Talk

Col. C. B. Robbins, manager and general counsel American Life Convention, stressed everything must be subordinated to winning the war. This sacrifice will not be in vain, for it will assure perpetuation of liberty, equality and fraternity.

V. P. Whatsitt, manager and general counsel Life Presidents Association, said the life insurance organizations, in addition to their normal functions, share opportunity for service to policyholders and the nation, by selling the idea of thrift and saving, as well as by more concrete war efforts.

Their representatives are doing an outstanding job in selling war bonds. Family security and independence through life insurance is a vital element in the moral stamina of the people in time of war, he said.

Dr. J. M. Laframboise, president Canadian Fraternal Association, and Walter C. Below, Fidelity Life, president Illinois Fraternal Congress, gave greetings. Response was by N. J. Williams. Mayor Kelly of Chicago spoke in a dual capacity, also being civil defense coordinator. He said he was glad to have the gathering in Chicago of people with hearts and feelings who were considering something besides their own interests.

Bishop B. J. Sheil of Chicago con-

ducted a memorial service for fraternalists who died in the year.

Mrs. Bina West Miller, head of Woman's Benefit, read her fine paper on development of the fraternal benefit system. Thomas H. Cannon, chief ranger Catholic Order of Foresters, patriarch of fraternalism, from his long experience drew another engrossing address on the history of the institution.

Lendon A. Knight, general attorney Royal Neighbors, reported as chairman of the law committee.

Illinois Men on Program

Walter Lichtenstein, vice-president First National Bank, Chicago, spoke on "Financing the War" in the Wednesday afternoon session, and Marion Burks, Illinois department, gave a talk. Committee reports were rendered: General welfare, chairman, F. E. Hand, Independent Order of Foresters, Toronto, who was unable to attend this year; junior membership, W. C. Below, Fidelity Life; lodge activities, C. L. Biggs, Maccabees; public relations, Farrar Newberry, W. O. W., Omaha; cooperative plan for hospital care for fraternal benefit societies, N. J. Williams, Equitable Reserve; constitution and rules, J. F. Sheen, Chicago, Security Benefit.

N. F. Nolan spoke at the annual banquet that night, with T. R. Heaney, retiring president, as toastmaster. Entertainment was by courtesy of the Illinois Fraternal Congress. Dancing followed.

Phil S. Hanna, financial editor Chicago "Sun," reported on the "Business

of the Nation" at the morning session Thursday. There were reports by committees: Security valuations, James A. Blaha, Woodmen Circle, Omaha; revision of blanks, James D. Reeder, Aid Association for Lutherans, Appleton, Wis.; distribution, James G. Daly, United Commercial Travelers, Columbus, O. The election followed. In the afternoon there was a patriotic program, with army, navy, marine corps and coast guard units participating. H. R. Baukhage, American Red Cross, Washington, Blue network commentator, gave one of his pungent talks, turning the spotlight on present-day activities in the nation's capital.

A special committee appointed at the San Francisco meeting last year to study a proposed plan for cooperative medical and hospital benefits reported unfavorably, advancing several reasons why the idea was not considered feasible.

Other reports of committees and also of the various sections, consideration of business and installation of the new officers are scheduled for Friday morning. Mrs. Dora Alexander Talley, head of Woodmen Circle, Omaha, will be the installing officer, with an escort from Women's Catholic Order of Foresters.

An alert attitude and readiness to adopt preventive measures must be maintained by fraternalists to meet the threat of government domination and

concentration of power in Washington, to the detriment of states rights, T. R. Heaney, president, stated in his annual report. This element in Washington can become dangerous if the people are complacent and indifferent.

"There are those—some high in government authority—who would centralize under federal control all forms of insurance," he said. He urged keeping informed on the subject and ready for decisive action. The fraternalists are closely unified and are a powerful body when they take action.

Mr. Heaney said two subjects stand out in bold relief for fraternalists to study, selection of risks and investment of funds. He noted the suggestion that has come from many sources to select a committee of the N.F.C. to lead a general discussion of these problems at the annual meetings and at other times as occasion demands, and urged the proposal be considered by the new officers.

There must be the closest affiliation between the N.F.C. and state congresses, Mr. Heaney said. N.F.C. leaders should attend as many state congress sessions as possible. To this end, he suggested that meeting dates be arranged so there would be no conflict and N.F.C. representatives could schedule itineraries that would be economical of travel, preferably by zones. To this end he urged

It CAN Happen Here!

Wednesday, Sept. 30,

Delegates from 86 fraternal societies will gather to discuss their common problems at the annual meeting of the National Fraternal Congress, in Chicago. It could ONLY happen here—in free—democratic America.

THE
MACCABEES
DETROIT, MICHIGAN

that state congresses confer with the N.F.C. secretary to adjust dates and places of meetings.

The year's record of fraternalists' participation in civil defense and other war work is good, he said. There will be a great responsibility on fraternalists after the war to help solve the many great problems that will arise.

National Fraternal Life Insurance week in May was highly successful, with a real nationwide observance, many proclamations issued by governors and much valuable publicity given by local newspapers. C. D. DeBarry, chairman of the special committee on the week's observance, reported.

"Thousands of American homes know little or nothing about our fraternal societies," he commented, "but celebrations such as were held during National Fraternal Week and the favorable comments from the press will materially assist our field forces in securing more and better business."

He praised in high terms the promotional material for the week, including an eye-arresting poster, a "jig saw puzzle" card bearing a picture of a "Home of Protection," each piece of which was to be submitted with an application and assembled at the head offices, special letter heads and a log book for field representatives to organize their calls and interviews.

The week reached its climax at a large celebration in Chicago with about 1,000 attendance of which Mr. DeBarry was general chairman. Another large meeting was held at Peoria, Ill., attended by about 250 fraternalists with V. J. Donnan, district manager Maccabees, chairman.

The Oregon State Fraternal Congress held its annual convention during the week and there were other large meetings in Wisconsin, Texas, California, Arkansas, Indiana, Kentucky, Washington and Virginia. The Fraternal Congress of Maryland and the District of Columbia held a rally and dinner dance in Baltimore and the New England Fraternal Congress a meeting attended by some 1,500 fraternalists at

Lawyers Elect Cummings Chief for Year

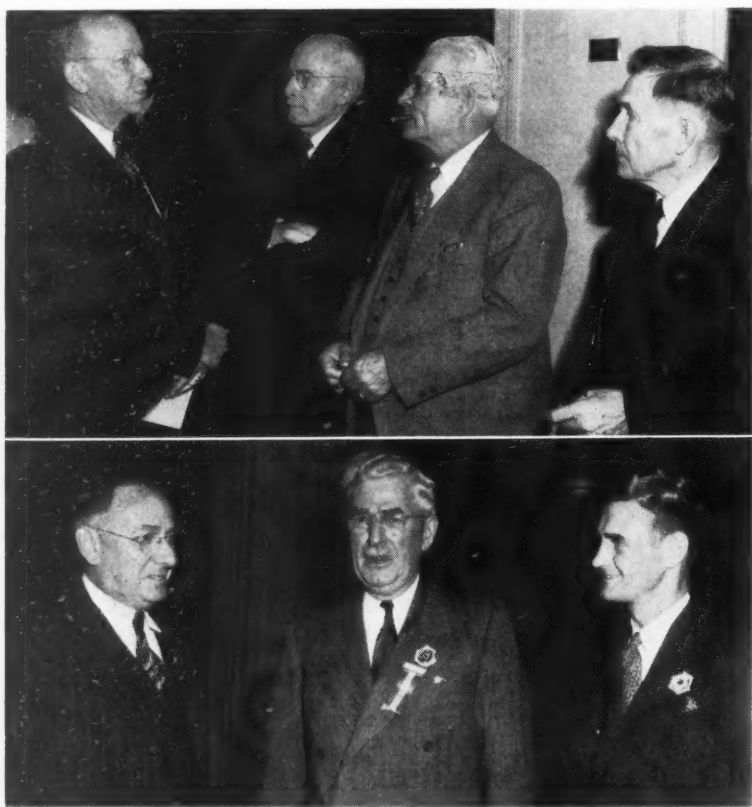
Edmund S. Cummings, Jr., Chicago, general attorney of Catholic Order of Foresters, was elected president of the Law Section at the annual meeting Tuesday, succeeding George G. Perrin, the general counsel of Modern Woodmen.

Other new officers named are: Vice-president, John A. Riordan, general attorney of Fidelity Life, Fulton, Ill., and secretary-treasurer, Richard F. Allen, general counsel Standard Life, Topeka, reelected.

Two outstanding papers were read, by Henry S. Moser, Chicago insurance attorney, presented elsewhere, and Mr. Cummings, devoted to legal problems involved in life insurance war risks and claims resulting from war service. He explained present practices. In these times it often is difficult to secure a death certificate or establish proof of death. However, the army adjutant general or navy surgeon general will issue death certificates which have been held to be sufficient proof of death. No procedure has been formulated for handling cases of persons missing but not proved dead, he said. If societies' by-laws do not provide for seven years presumption, such requirements are called for by the by-laws will have to be filled. One of the most difficult cases is that of a man lost at sea. It may be necessary to secure survivors' affidavits.

He discussed legal problems involved in war clauses, which he feels many more societies will adopt in view of the army goal of upwards of 13,000,000 men.

Boston, at which Commissioner C. F. J. Harrington and Governor Saltonstall of Massachusetts were speakers.



Above—Norton J. Williams, president Equitable Reserve; Theodore Dilling, National Mutual Benefit, Fond du Lac, Wis., secretary reserve fund board; C. J. Gibson, director same society, Blair, Wis.; W. P. Nogle, district manager National Mutual Benefit, Winona, Minn.

Below—Catholic Order of Foresters men—Joseph M. Wiedemann, Chicago, full time field man; T. R. Heaney, retiring president of N.F.C. and high secretary of C.O.F.; Fred J. Stenzel, Chicago, another full time agent.

Founded August 16, 1868

*The oldest Mutual Benefit Society
in Continuous Existence*

CATHOLIC FAMILY PROTECTIVE LIFE ASSURANCE SOCIETY

633 N. Water St.

Milwaukee, Wis.

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family on monthly pay basis.*

Budget your Life Protection
with your household necessities.

ORGANIZED 1898 • 44 YEARS of SERVICE to the INSURING PUBLIC

Home Office, PRAETORIAN BUILDING, DALLAS, TEXAS

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal
Insurance Society

S. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary
SHARON, PA.



Above—State Congresses Section new officers are installed—Ethel Holliway, Woodmen Circle, Omaha, installing officer; front row—Mrs. Clara B. Cassidy, Woodmen Circle, Atlanta, vice-president; J. F. Fogarty, A.O.U.W. of Washington, Seattle, president; John H. Foley, Los Angeles, W.O.W. of Denver, past president; Harry C. Woods, New England Order of Protection, secretary; back row—executive committee, James A. Doubles, Modern Woodmen state manager, Greensboro, N. C.; Dr. J. E. Price, W.O.W. of Omaha, Clarksburg, W. Va.; Mrs. Eva Huskey, state manager Royal Neighbors, Greenville, Tex.; J. P. Michalski, Polish Association, Milwaukee; Paul J. Leyhe, Aid Association for Lutherans, Missouri.

Below—Officers of Press Section for ensuing year—Harold A. Allen, Fidelity Life, Fulton, Ill., vice-president; Myrtle E. Schoessel, Royal Neighbors, Rock Island, Ill., president; Mrs. Mary A. Baird, Woman's Benefit, Port Huron, Mich.

Mrs. Miller Traces Origins of Fraternalism

(CONTINUED FROM PAGE 29)

upon the community as a whole, doing constructive work and bringing together the finest characters in the community.

Many societies have discarded the robes and makeup of ritualism but have retained the ideals. The ritual has been modernized to fit the life of today. The services and ceremonies, lectures and floor work give every member means of self education and advancement. Ritualism adds dignity and impressiveness to the work of fraternalists. Then, too, the ritual embraces parliamentary law and business principles, thus preparing fraternalists for public life and business experience, for good citizenship and public welfare.

Contribution to Democracy

A vital factor in fraternalism is the representative form of government, a truly democratic structure. The societies thus have made no small contribution to continuance of the development of democracy on this continent, for exercise of the power to vote in a small group leads on inescapably to recognizing and demanding the exercise of that power in connection with local, state and national affairs.

Mrs. Miller took into account the fine work done by fraternalists in giving aid to those in trouble and the building and maintenance of general and tuberculosis hospitals, orphans' homes, homes for the aged, recreational camps, making available hospital beds, the granting of scholarships, extension of nursing service and operating health centers, granting cash relief and supplying human wants in times of disaster.

Ponders Cash and Loan Situation After War

(CONTINUED FROM PAGE 32)

quiring amortization. A higher surrender charge extended to the later policy years is advocated by some actuaries.

Ready Marketability of Assets

"Liquidity, by whatever method is necessary to achieve it, is the important goal which must be reached. A society entering the post-war period with a substantial portion of its assets readily marketable, will not only be able to meet any unusual cash demand from members, but will also be in position to take advantage of new investment opportunities which seem most likely to occur. It is hardly possible that with the demand for money which is certain to come after the war, the interest factor on securities can remain as it is at present."

Mr. Ridgeway said national income throughout the war probably will be much in excess of normal due to tremendous expansion of war production but a substantial percentage of the individual income will be drained off by taxes and other inflation curbs.

He noted that the last depression proved an impressive test of the stability of legal reserve life insurance with thousands of policyholders who had found the regular channels of credit were closed falling back on the cash and loan provisions of their insurance. The companies met this heavy demand for funds in a manner which established a record of which they can well be proud, he said.

Few companies found it necessary either to sacrifice securities on a depressed market or to borrow from the R.F.C. or elsewhere to meet these cash

Personnel Problems Subject of Forum by Secretaries

Societies' secretaries are much worried over inroads into personnel made by selective service and inducements of high wages in war production plants. The problem was the subject of an intensive open forum at the annual meeting Tuesday. Societies are meeting the situation constructively, and are securing and training new employees for vacated jobs.

There is an important message which the secretaries should take back to their staffs, Lieut. Col. Amos Richardson, personnel division of the army's sixth service command, declared. This is to stay in their present jobs and do as well as they can. If they are needed in the war

demands. The amount borrowed by the comparatively few companies who did find it necessary to bolster their cash positions was only a fraction of 1 percent of total assets of companies as a whole.

Mr. Ridgeway pointed out, however, that the last depression followed a period of rapid development.

effort, they will be called. Until such time much unnecessary disruption of civilian activities is caused which is not helpful to the war effort.

A. C. Miskelly, assistant cashier and personnel officer First National Bank, Chicago, and Myron R. Hilb, insurance official and past president Office Management Association, gave their views on the problem.

Oscar A. Kottler, Artisans Order of Mutual Protection, Philadelphia, was elected president. Other new officers are: Vice-president, Mrs. Clara B. Bender, Degree of Honor, St. Paul; secretary-treasurer, Miss Erna M. Bartel, Royal Neighbors, Rock Island, Ill. The executive committee includes P. O. Bowers, Ben Hur Life, Crawfordsville, Ind.; John Maisch, United Societies of Greek Catholic Religion, Munhall, Pa. Thos. R. P. Gibb, Order of Scottish Clans, presided and was named past president.

Greetings were extended by N.F.C. officials: T. R. Heaney, president; N. J. Williams, vice-president, and F. F. Farrell, manager. Speakers included Walter Basye, editor "Fraternal Age"; Lendon A. Knight, Royal Neighbors; Mrs. Bender, on "Fraternal Insurance in a War Time Economy," and J. D. Reeder, actuary Aid Association for Lutherans, on inflation as it affects fraternalists and their insurance.

"ON TO VICTORY"— IT IS WORTH ANY PRICE

Wholeheartedly in accord with the "On to Victory" theme of the National Fraternal Congress of America.

The fraternal system faces a challenge to keep faith with America by watching over the home front for the duration, and by taking a vital part in strengthening it for the future.



MODERN WOODMEN OF AMERICA
ROCK ISLAND, ILLINOIS

Policy Ambiguity Is Discussed by Noted Chicago Lawyer

Ambiguities have existed in some insurance contracts, and these under the court rule have been construed in favor of the insured, Henry S. Moser, member of Sonnenschein, Berkson, Lautmann, Levinson & Morse, legal firm, Chicago insurance attorney, told the Law Section at the annual meeting Tuesday. Courts generally have not looked with favor on attempts by insurance companies to limit coverage after the occurrence of a loss and a favorite device of courts for sustaining the coverage has been to find a so-called ambiguity in the policy, he said. Mr. Moser especially took up those unusual cases in which courts have declined to apply this rule even though an ambiguity was present.

Mr. Moser said it must be recognized that the affliction now visited upon insurance companies by application of this rule concerning ambiguities in the policy contract has been self-induced. Policies are prepared by the insurer and are framed in language designed to serve the insurer's interest. Especially in the past, he said, parties taking insurance frequently have been misled by unusual clauses or obscure phrases concealed in a mass of verbiage and so printed as to defy discovery.

Past Practices Criticized

By so doing insurance companies in many cases have over-reached themselves and the courts have been induced to allow dishonest claims that scarcely would have been considered if made under contracts less unfair on their face. Much of these criticisms could not properly be applied now either to the insurance companies or the policies they issue, he hastened to explain. Widespread reforms have taken place both in drafting policies and the manner they are interpreted and administered by the companies.

"It can no longer be truthfully asserted that insurance companies strive upon little or no pretext to defeat claims," Mr. Moser averred. "It is generally recognized that the insurance companies are much fairer in dealing with their policyholders than they formerly were. Notwithstanding this, the rule that ambiguities are construed against the insurer is still enforced. However, some courts, realizing that a blind application of the rule would lead to manifestly unfair results, have declined to apply the rule in certain situations."

Cites Four Types of Cases

He said the exceptions to the rule of construction fall into four classes: Policies containing statutory provisions, policies not prepared by the insurer, policies construed by the parties, and a group of "common sense" cases.

Adoption of standard policies and standard provisions in policies have given rise to the problem as to how ambiguities found in such provisions should be interpreted. Should they be construed most strongly against the insurer, notwithstanding that he had no choice as to the policy terms? Mr. Moser propounded. Some courts have so held, although Mr. Moser feels that such holdings are wrong both from the standpoint of logic and fairness. Most courts, however, have held that such statutory standard provisions are to be construed the same as any other statutes, fairly and reasonably, and not necessarily against the insurer.

When the parties to the contract by their declarations and conduct have construed the provisions of the policy which later becomes the subject matter of a disagreement between them, courts decline to construe such ambiguities most strongly against the insurer. Many situations arise in which construction of ambiguous clauses which is urged upon courts by a policyholder would result in a contract which no insurance com-



Above—Harry C. Woods, supreme warden New England Order of Protection, Boston; Howard S. Hon, field director of that society; E. C. Carlson, sales supervisor A.O.U.W. of Minnesota, St. Paul.

Below—The National Underwriter booth at the convention, with A. S. Cutler, business representative in charge, with a crowd of interested fraternalists.

State Congresses Section Elects Fogarty as Head

J. F. Fogarty of Seattle, grand master workman A.O.U.W. of Washington, was elected president of the State Congresses Section at the annual meeting Tuesday. He succeeds John H. Foley, Los Angeles, Woodmen of the World, Denver, who becomes past president.

Other new officers are: Vice-president, Mrs. Clara B. Cassidy, Atlanta, national director Woodmen Circle; secretary, Harry C. Woods, New England Order of Protection, Boston.

The executive committee includes: James A. Doubles, Greensboro, N. C., state manager Modern Woodmen; Dr. J. E. Price, Clarksburg, W. Va., W.O.W., Omaha; Mrs. Eva Huskey, Greenville, Tex., state manager Royal Neighbors; J. P. Michalski, secretary Polish Association, Milwaukee, and Paul J. Leyhe, Missouri, Aid Association for Lutherans.

Brief addresses were given by President T. R. Heaney and Vice-president N. J. Williams of N.F.C., and Mrs. Dora Alexander Talley, head of Woodmen Circle. Manager F. F. Farrell of N.F.C. led round table on state congresses' work.

pany in its right mind would or could afford to accept. Courts sometimes have been willing to look a little farther than the case before them and visualize the disastrous effects of a holding against an insurance company in such cases.

Will to Win as Well as Brotherly Love Needed

Friendship and brotherly love are not sufficient in these perilous times, Dr. J. M. Laframboise, L'Union St.-Joseph du Canada, Ottawa, declared in his message of greeting from the Dominion in the first general session Wednesday morning. He is president of the Canadian Fraternal Association. "God helps those who help themselves," he said. "It behooves us to take all means and measures to assure the perpetuity of peace and good fellowship. By giving the best of our efforts to the expansion of fraternalism we are creating an auspicious atmosphere for the breeding of universal peace. All great nations could then meet on an equal plane and have faith in one another."

"We are meeting during a period of uneasiness, of apprehension, of worries, but above all that there stands the calm and irrepressible faith of all freedom-loving peoples in the ultimate victory of democratic, social and personal liberties, and the free people's indomitable will to accept and make all the sacrifices required to attain and maintain such a Christian intent."

"Other times impose other needs. Our great fraternal system has reacted splendidly to war time exigencies. Not only the enormous flow of savings of the combined societies has been placed at the disposal of our respective countries, but also the unlimited adaptability and resourcefulness of their lodges and the civic virtues of their individual members."

"Fraternalism is living its fundamental principle, 'Love Thy Neighbor.'"

"WE BELIEVE"

That all premium deposits in excess of the cost of Ordinary Life cannot be considered an investment by the insured unless it is returned to the Beneficiary or the Insured without any strings attached.

SELL THE NORTH STAR WAY

1. Life insurance at a low rate.
2. Additional deposits placed in separate savings fund, earning 3% compound interest available at all times to the insured.
3. No interest charge on withdrawn accumulated savings. Withdrawal of savings does not reduce face of policy.
4. Accumulated savings returned to beneficiary in addition to face of policy.

Salesman with the ambition to succeed will find a real opportunity with

NORTH STAR LIFE INSURANCE COMPANY

Since 1899

MOLINE, ILL.

Territory open in Illinois, Iowa and Minnesota

THE WOMAN'S BENEFIT ASSOCIATION

1892—1942

FIFTY YEARS FRATELLALLY

A new half century door has opened.

Profiting by the experience of the past fifty years and having faith that the future of the great fraternal benefit system of protection, with the years, will grow more progressive and more important to the welfare of the homes of America, the Woman's Benefit Association greets the new half century with courage and confidence.

Every effort is pledged by this Association in the purchase of War Bonds, in Red Cross activities, in every department of National Defense and in the promotion of First Aid and Home Nursing under the supervision of its City Health Centers and among its two thousand local organizations.

Since Organization More than \$65,000,000 has been paid out in Benefits

Bina West Miller
Supreme President

Frances D. Partridge
Supreme Secretary

International Headquarters
Port Huron, Michigan

Effects of Inflation Upon Fraternalists Discussed

Life insurance still is the best answer for the individual to the problem of how to meet inflation, J. D. Reeder, actuary Aid Association for Lutherans, Appleton, Wis., told the Secretaries section in an address on "Inflation as It May Affect Fraternal Societies and Fraternal Insurance." He said fraternal societies in selling life insurance to the public are helping the government to control inflation because the money paid for premiums is removed from the inflationary gap and the societies then invest their funds in government bonds.

Premiums Represent Frozen Credit

Insurance companies and fraternal societies are not permitted to discount these bonds, therefore the money that is placed in insurance becomes a frozen credit which may not be used to inflate prices further. He said life insurance is the best investment now because real property or bonds and stocks may depreciate in value but life insurance is payable in the face amount of dollars.

"It should be pointed out that they pay their money at times when wheat is worth 50 cents a bushel, a dollar, or two dollars a bushel," Mr. Reeder said in explaining the benefits of life insurance, "and that over a period of 20 or 25 years perhaps the average price of wheat will be a dollar a bushel. Also the member has the privilege of having the benefits paid in monthly installments whereby his widow will receive the proceeds in 15, 20 or 25 years, and the proceeds will come back to the widow in the same value dollars as it was paid in.

"There is one other thing that

should be called to the attention of the public. No doubt the following expression has been heard many times, 'Well, why shouldn't I take the cash value under my life insurance contract and invest it in a piece of real estate?' Most people reason that equities such as land, homes, etc., will increase in value as inflation increases but that life insurance will fail them in this respect."

Mr. Reeder said it is agreed that the average man is not a good investor, so that investments construed as good investments at one time prove to be poor investments at another time. He gave as an illustration the case of a man cashing in the \$4,000 cash value of a \$10,000 life policy to apply on a piece of real estate on which he secures the remainder of the purchase price, \$6,000, in a mortgage. If the man should die within a few years his widow would have a piece of property that might be worth \$10,000 or even \$12,000 but with a \$6,000 mortgage against it so the equity would be only \$6,000. If he had retained his life insurance the widow would have received \$10,000 cash. After the inflationary period is over the real estate for which he paid \$10,000 might be worth \$8,000 or even \$6,000 so the net equity might be only \$2,000 or \$3,000, again against the \$10,000 face value of his life policy.

Officials Fear Political Results

One of the difficulties in controlling inflation in this country today, he said, is that government officials fear that if they intercede to stop inflation it would adversely affect their reelection. Thus, "it appears at the present time that a managed economy in a democratic country is practically impossible of at-

tainment because of the fear of the managers of retaliation at the polls when the people do not like some act that may be initiated."

He pointed out there are three basic types of inflation that should be recognized, monetary, resulting from public distrust or fear as to future value of the monetary unit or government bonds, such as occurred in Germany and France after the first world war; credit, caused by public desire to borrow and invest money to put it actively to work in the hope of deriving more than an investment profit, such as that which occurred in 1925-29, and specific, brought about by extraordinary expansion in the demand for something that does not exist in unlimited supplies.

Have Commodity Price Type

The present inflationary trend, he said is a commodity price inflation brought about by demand for goods for the army and navy and the general population and also by lack of supply of many commodities which the public is accustomed to use and which it is attempting to buy before the existing supply is exhausted.

A bidding-up effect occurs in this type of inflation, increasing the price level. The government's proposal to tax away the surplus income would

solve the problem, leaving the people without the surplus money with which to buy the remaining goods and the government might be able to balance the budget. However, there might be some maladjustments. While the method might work from a physical viewpoint it might not be wise psychologically. Mr. Reeder suggested as a possibility adoption of a tax base of, say, 35 to 40 percent of the national income, with forced savings by all individuals of a certain portion of their income in bonds to make up the balance of what the federal government requires. The bonds could be retired after the war.

"There is no doubt in the minds of economists that ruinous inflation can be avoided if labor, farmers and other pressure groups are willing to forego the advantage of the present situation and accept tax rates and other measures that will control the situation. We have all heard of the fact that there is an inflationary gap between the income of the public today and the goods available for purchase. The question is, How can this inflationary gap be closed?"

He said pressure groups want to dabble around the edge of inflation and get some advantage even though they realize by doing so they are inciting other pressure groups to do likewise.



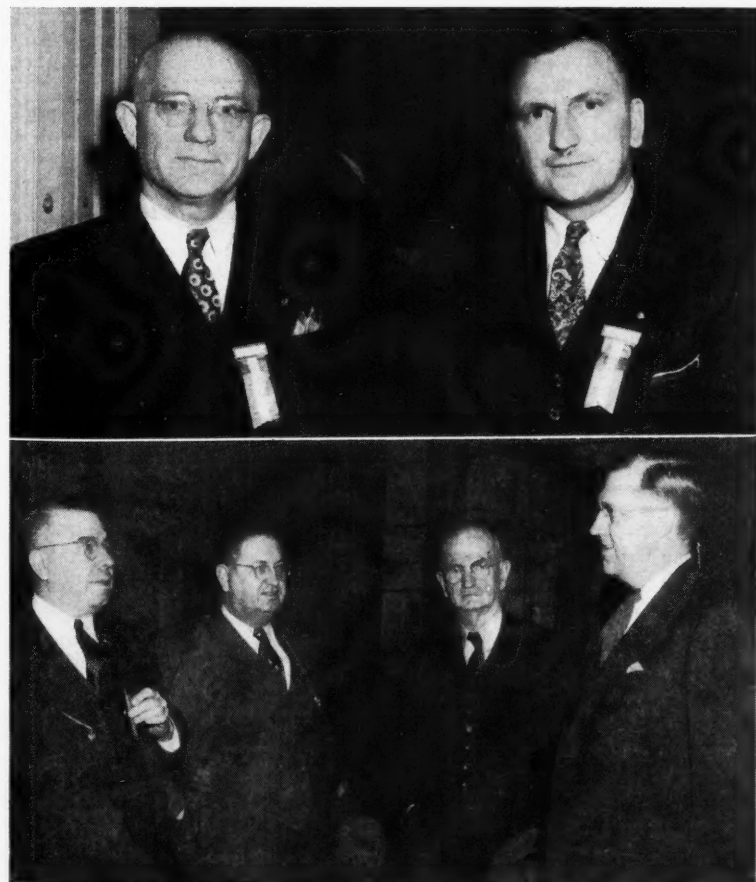
Back Our Heroes with Fighting Dollars

You may not be able to fight, but you can play the important role of a Minute Man by backing our heroes in the armed forces with fighting dollars by purchasing United States war bonds and stamps. Every bond and stamp you buy will help insure victory on the far-flung battlefields of the world. Send more and more of your fighting dollars out to win the war!

Service to the nation is as vital to Royal Neighbors of America as its other function—protection of the home and family with legal reserve life insurance. The society has been awarded the Minute Man banner as more than 90 per cent of its supreme office employees are regularly buying war bonds and stamps through salary deductions. Also, the society has substantially added war bonds and treasury bonds to its investment. The society's all-out war effort is made complete by camps and members, who are generously buying war bonds and stamps as well as joining in many patriotic activities.

ROYAL NEIGHBORS OF AMERICA

INSURANCE PLUS FRATERNALISM  PROTECTS THE WHOLE FAMILY
SUPREME OFFICE ROCK ISLAND, ILL.



Above—E. B. Hauke, supreme president Sons of Norway, Minneapolis, and Frank Tomsich, Jr., assistant secretary American Fraternal Union, Ely, Minn.
Below—Sam E. Clements, Elkhart, Ind., general agent Rural Bankers Legion Life; J. E. Enders, South Bend, Ind., vice-president Rural Bankers; Judge John V. Sees, secretary Standard Life; O. R. Christofferson, secretary-treasurer North Star Life, Moline, Ill.



Headquarters Office Need for Better Had a Busy Year. Field Training Farrell Reports Is Recognized

The executive headquarters of the N.F.C. were very busy during the past year studying and digesting bills submitted in 19 state legislative sessions, preparing and distributing articles by outstanding fraternalists for the committee on public relations, carrying greetings to various fraternal gatherings over the country and in a multitude of other activities besides the regular office work, Manager Foster F. Farrell stated in his annual report.

Mr. Farrell in company with Lendon A. Knight, general attorney Royal Neighbors, the law committee chairman, conferred in Washington and New York with the wage and hour division of the Department of Labor on interpretations affecting fraternalists and also Mr. Farrell and the security valuation committee chairman conferred in New York with the insurance department and Moody's Investors Service. He attended both meetings of the National Association of Insurance Commissioners, at which he noted many fraternalists were present.

Offers Services to U. S.

The headquarters has been in constant touch with various departmental agencies in Washington and the N.F.C. has offered its services to the federal government in whatever capacity it can best serve. Thomas R. Heaney, retiring president, has been constantly on the alert to protect and further the interests of the fraternal benefit system, Manager Farrell commented, and the executive, standing and special committees and state fraternal congresses have served ably and given fine cooperation.

Mr. Knight deserves special commendation for his thorough, competent work, Mr. Farrell reported. He also praised the work of Helen Bauer, his secretary, over the seven years that she has been employed by the N.F.C.

Mr. Farrell said only 45 of the 104 legislative bills that were examined by the congress were found of interest to members and of these nine became law.

Finances in Sound Shape

He reported on N.F.C. finances. The total membership dues received were \$18,553 and, there having been \$6,366 balance in the treasury Aug. 31, 1941, total receipts to Aug. 31, 1942, were \$25,072. Total disbursements were \$16,028, leaving a balance of \$9,043. There are 91 affiliated societies, five having been admitted in the year. The five were American Sick Benefit and Life, A.O.U.W. of Washington, Croatian Catholic Union, Railway Mail Association and Scandinavian American Fraternity.

The need for better training of field people is recognized by the Fraternal Field Managers Association, John E. Little, Maccabees, the president, declared in his annual address, and that is the purpose of the F.I.C. (Fraternal Insurance Counselor) degree which the association initiated several years ago. The fraternal sales training course and F.I.C. degree are steps in the right direction, he said. He expressed hope all N.F.C. member societies will take advantage of these training methods that have been developed, not only for new field workers but for old ones.

"The field workers' problems are different in each form of society," he said, "but fundamentally we are all confronted with similar problems in developing our field force."

Problems Being Encountered

Mr. Little noted the problem presented by tire and gasoline rationing. The field workers also meet the constant objection that the prospect is using every available dollar for purchase of war bonds and has nothing left for insurance. So many doctors are in service now that field people have difficulty in securing examinations. Then, too, it is not easy to hire new agents.

On the credit side, he commented, is that there is little unemployment. Wages are high. People are saving money over and above the 10 percent for war bonds. Things for which the public can spend money rapidly are being curtailed. People are more insurance-minded. Collections are better and persistency is higher.

"To me the situation seems distinctly hopeful," Mr. Little summed up. "Although ordinary new business is less in the United States than last year thus far, it is distinctly higher in Canada this year than a year ago. I really believe that the shock and excitement of the sudden entry of the United States into the war with all the resulting changes in our everyday life, has created a state of mind among our field representatives as well as the public at large, which necessarily slowed up our admission of new members and the placing of needed protection on our lives."

"However, as we become more accustomed to wartime conditions and the state of mind clarifies generally, we in the United States, like our brothers in Canada, will also increase our new business. We must keep plugging along. We must retain all of our field people possible. We must be ever on the job of securing what new field people we can, including part-time workers. Our representatives, if they will but put forth the effort, will make more money during these times than ever before."

A. O. U. W. of KANSAS

Established 1879

FULL FAMILY PROTECTION Legal Reserve Life Insurance

Representatives Wanted

Apply to Home Office

NEWTON, KANSAS

NATIONAL MUTUAL BENEFIT

Opportunities for Men and Women of Character
Real Home Office Cooperation

Territory open in Wisconsin, Minnesota, Illinois and California

Home Office - - - - - MADISON, WIS.

FRATERNALISM MEANS MORE IN U. C. T.

Due to savings during the last few years it has added—at no additional cost to its members—the following benefits:

For confinement in a hospital (not to exceed 4 weeks) at the rate of \$25.00 per week.	
For use of operating room, reimbursement up to	\$10.00
For giving of anaesthetic, reimbursement up to	10.00
For laboratory fees incurred while confined in a hospital, reimbursement up to	5.00
For X-ray examinations, reimbursement up to	10.00

Add this to the \$32.50 per week for accidental injury—it pays only for accidental injury.

It will pay you to investigate this great fraternal accident association. **YOU ARE ELIGIBLE.**

THE ORDER OF UNITED COMMERCIAL TRAVELERS OF AMERICA

632 No. Park Street

Columbus, Ohio

ON TO VICTORY

Woodmen of the World Life Insurance Society loyally joins its fellow members of the National Fraternal Congress of America in a united effort to make this slogan practical. Fraternalism is lending its wholehearted support to help our nation "On to Victory."

WOODMEN OF THE WORLD

Life Insurance Society

De E. Bradshaw, President Home Offices, Omaha, Nebr.



VICTORY INGREDIENT

Not the least of the ingredients in our nation's Victory effort is the all-out activity of American women in the fraternal benefit system. We cannot don the uniform of the "commandos," but through all our local groves, through our thousands of members, through our officers and employees, we of the Woodmen Circle are trying to do our share to speed the coming of Victory for the United Nations.

The Woodmen Circle today holds \$2,225,300 in government securities, its local groves have purchased well over \$50,000 in War Bonds, its members are urged and encouraged to participate in Civilian Defense and morale-building programs for the armed services. These are but a few of countless small ways in which Woodmen Circle women are seeking to speed our nation "On to Victory."

SUPREME FOREST WOODMEN CIRCLE

Dora Alexander Talley, Pres.

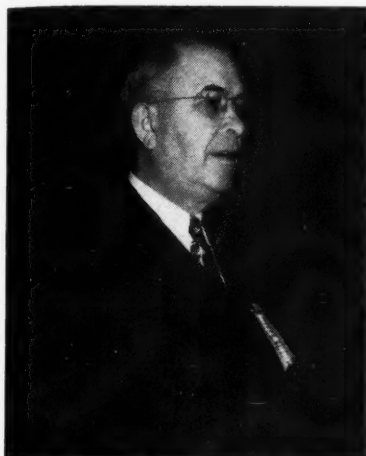
Mamie E. Long, Sec.

Home Offices, Omaha, Nebraska

Selling Insurance as Inflation Curb

(CONTINUED FROM PAGE 31)

confined entirely to war bonds because we do not know when death will come and our beneficiaries will be in need of the funds that we can provide for them; so life insurance is necessary to cover



Bradley C. Marks, head of A.O.U.W. of North Dakota, addressing Field Managers.

this risk. Maintaining family security is important in war time. Life insurance may be a hedge against inflation when the policyholder directs or the beneficiary chooses to receive payment of the death claim in payments extended over a number of years. Some payments will be received while the purchasing power of a dollar is low and some while it is high. This will serve to average upward the value of the beneficiaries' dollar."

Mr. Marks said farmers present a fertile field for soliciting. It is estimated only 50 percent have life insurance. They are now quite prosperous. Women also are good prospects, for they are taking men's places in industry and business.

MEETING OBJECTIONS

Many very effective objections to buying life insurance are advanced by prospects today. Fred B. Mallett, field manager Protected Home Circle and past president Fraternal Field Managers Association, told that organization at its annual meeting Monday in a talk on meeting objections.

The Number 1 objection, that a man is subject to draft or already has been called, seems to have no answer now, he said. This situation cuts two ways. It puts most men out of the market for life insurance and it reduces the number of field workers so a real test of the courage and ability of the sales organization is made. However, the great number of salesmen leaving presents a fine opportunity for a sales organization that can keep going, because competition is lessened.

Also Argue Larger Taxes

Large income tax payments are another important objection. Yet for some individuals there will be increased income even though the tax is larger. Men in war industries have comparatively more money for insurance than any other class.

Sale of life insurance should be helped by national emphasis on saving, not only by war bond sales but by decreased availability of commodities. There is no conflict between war bonds and life insurance, he said, because the latter furnishes the sinews of war through investment of premium income in government bonds. Then, too, there is strong appeal to a man to protect his dependents by insurance against the possible substantial rise in living costs. Prospect of inflation has stimulated life insurance sales in the past and probably will again.

The adding of war clauses to policies at first thought is an objection, but war

deaths should not be carried by life company policyholders, Mr. Mallett said. The long range view is that life insurance is valuable property and should be bought despite uncertainties of the future, because a man after the war may be uninsurable, he can secure rates and options that may not apply some years hence, he can build up a cash value estate available when war ceases and he may need it, he can protect his dependents in difficult times when protection is highly important, and finally, no loss can occur due to a war clause, for the premiums paid will be returned in case of an excluded type of death. Life insurance with a war clause still is a good buy.

"There is some concern about the value of life insurance and its relation to the national debt," Mr. Mallett said. "Who knows about a 200 billion dollar debt? Who knows the capacity of the American people to pay any such debt? These questions are so tied up with the winning of the war that the question of buying life insurance goes with it."

Everything Depends on Victory

"We are fighting two battles. One is the far-flung battle lines, and at home we are fighting for the American way of life. We cannot win either of these unless we win both, and if we win either we should win both. The institution of life insurance is a part of the American way of life, and as such is important."

"If any prospect does not believe that we are going to win the war it would



Fred B. Mallett, field manager Protected Home Circle, before Field Managers Association.

be difficult to convince him that life insurance is a good investment. If any one thinks the government will take over life insurance, from the buyer's point of view there may be some advantage in that, because if the government took over life insurance it would take over the assets of the life insurance companies. Policyholders would have not only the guarantee provided by the assets of the companies but also the guarantee of the government as well as its taxing power. These facts show that life insurance should aggressively protect its business and at the same time help to win the war."

He said one of the hardest objections to answer is the employee-prospect's statement that he has group insurance. It is difficult for agents to point out the conditions and limitations of group insurance without reflecting on life insurance in general. It is serious competition to individual insurance now that it has reached an all-time high volume in force. Mr. Mallett said it seemed that fraternalists should study group insurance possibilities.

Some states do not allow fraternalists to write nonmedical life insurance, but



Fraternal Actuarial Association's newly elected officers—(front row) J. D. Reeder, Aid Association for Lutherans, Appleton, Wis., retiring president, who becomes editor of "Proceedings"; I. W. Smith, actuary A.O.U.W. of North Dakota, Fargo, president; M. L. Ridgeway, Equitable Reserve, Neenah, Wis., secretary; (back row) executive council, J. E. Reault, Maccabees, Detroit; H. R. Taylor, consulting actuary, Cedar Rapids, Ia.; Frank J. Gadiant, actuary Modern Woodmen, Rock Island, Ill.

the societies are finding difficulty in obtaining medical examinations with so many doctors away at war. Mr. Mallett said it would seem a reasonable request

to states not allowing this privilege to fraternalists to extend it to them for the duration.

It is up to sales executives to keep

If it's Standard It's good for Life

Standard LIFE Association

Founded 1890

Lawrence, Kansas

field workers well informed, by sound, logically presented facts and figures about trends of the times, so they may maintain their enthusiasm and not become dispirited, he said. Morale of a salesman is highly important.

Fraternal Work More Complex

(CONTINUED FROM PAGE 28)

stronger emphasis on social affairs, especially by lodges near army encampments, with the giving of dances, round-ups with eats and refreshments, and also more intensive junior lodge activities, may be expected.

Fraternal societies, similar to other business institutions, have been hard hit by selective service taking away many members, field representatives and head office workers. Since much of their membership and their field of activity is in smaller communities and farms, tire and gasoline rationing will force a new attack on the problem of securing members. The institution, as a leader said, was founded on foot, and it can do it again. Personnel problems in head offices due to war service and war production work calling away many employees, were the subject of a special clinic.

The fraternalists represented in the N.F.C. have gone through a period of substantial modernization of methods and approach to their task in recent years. They now are not merely looking into the future, but they are keenly alive to the special responsibilities during the war emergency. They are seeking not merely to justify their existence but to make their position impregnable.

McAndless Cites Value of Definite Objectives

(CONTINUED FROM PAGE 31)

with a low cost company or a high rate company and the results of his work will depend upon his objectives."

"Having an objective in the agency department makes for harmony; it resolves a lot of problems. Some agency departments operate on the basis of a little bit of business here, and some more there, and they don't care where any of it comes from."

He brought up the question of adequate knowledge of agency work. In agency work there is adequate knowledge when the task is broken down from the highest executive to the humblest agent, he said. He cited a great

motors sales executive who gets results by a philosophy of keeping agents on the "hot spot" all the time. Other executives work with various other principles.

Touches on Intuition

The last quality to investigate, he said, is that of intuitive or symbolic knowledge. It generally signifies that we know we are on the right track and that our methods will work. Some executives go through all the motions but in the last analysis fail to keep their eyes on the main objectives.

"Don't try to walk away from an agency situation with your thumbs under your galls," he advised, "thinking you have established a sound agency when all you have done is set up the machinery of an agency."

Mr. McAndless touched on the Arnold plan of agents' compensation of Northwestern National Life, and newer plans of some other companies, urging that these be studied by the fraternalists. Likewise the methods of other sales organizations might well be analyzed. All are distinguished by the fact they have definite sales objectives.

Cites Other Businesses

He cited Buick, which knew registrations of cars in all states, the nature of use by sections, etc. It was prepared to sell based on knowledge of existing conditions and objectives formulated in the light of this knowledge. Similarly, with Coca-Cola, drivers are encouraged to have only about 75 customers as an ideal limit, and not over 90, he said. It has been found they do their best business on that basis.

Mr. McAndless said he has tested agents by these qualities. One general agent produces about a million, of which about \$400,000 is his personal sales. He has been there only six or seven years and Mr. McAndless considers him successful. Another agent had a clear, distinct knowledge of his job. He laid out plans for six or seven months of the 12. He wrote a book on "The Strategy of the Approach." This man was afraid all down the line, from prospect to home office, but his business was good over a long time.

Tells Two Big Accomplishments

Mr. McAndless also said he had praised agency organization. "I think there have been three great pieces of agency organization work in this country," he said. "One was by the man who built the old Bankers Life of Des Moines agency organization. Then he changed it over to legal reserve, and later built an organization to sell that

legal reserve life insurance. In one lifetime he built three great organizations." He noted also building of the New York Life's great Nylic system which he considers a remarkable piece of agency building.

Knowledge alone will not do the job, Mr. McAndless said. This is where agency work so often breaks down. "It is a hit and miss, push and pull proposition, without a real effort to blanket a territory." He cited a great pump company's methods, which were broken down minutely.

"One difficulty is that we do not know the existing amount of life insurance, broken down by areas," he said. "But we'll get to that some day." He praised the fraternalists for doing a concentrated job, and employing to the utmost the social and community factors in writing business and getting members.

C. A. Henthorn headed a group of 15 to 20 members of the Milwaukee Fraternal Underwriters Association.

Many managers of National Mutual Benefit were present, having won the trip to the N. F. C. meeting by production achievements.

Registration Monday noon was well over 300, an unusual mark, considering that the meetings of sections were not until Tuesday.

A.O.U.W. Congress Holds Two-Day Chicago Session

The A.O.U.W. Congress, organization made up of representatives from the various A.O.U.W. societies in the country, will hold a two-day annual session at the Morrison hotel, Chicago, Friday and Saturday.

J. J. Mulready, assistant general counsel of the North Dakota society, is president; John Brainard, grand master workman Minnesota society, Minneapolis, vice-president; J. F. Fogarty, grand master workman Washington society, secretary, and Kenneth Hines, Wheeling, W. Va., grand master workman West Virginia society and assistant attorney general of the state, is attorney of the congress.

This congress has been in existence for many years. It is a means of exchange of ideas and serves to unify the A.O.U.W. groups, which are separately constituted.

William Tucker, Wheeling, W. Va., grand master workman of that state, now retired, was elected past president when the congress was formed. Dr. Graybill was the first president, and Bradley C. Marks, head of the North Dakota society, second president.

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Organized in 1886

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IN KANSAS CITY, MO.

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► NUMEROUS CONFERENCE ROOMS AND COMPLETE EXHIBIT SPACES ► FINE CATERING SERVICE ► ENTERTAINMENT.
350 ROOMS WITH BATH FROM \$250

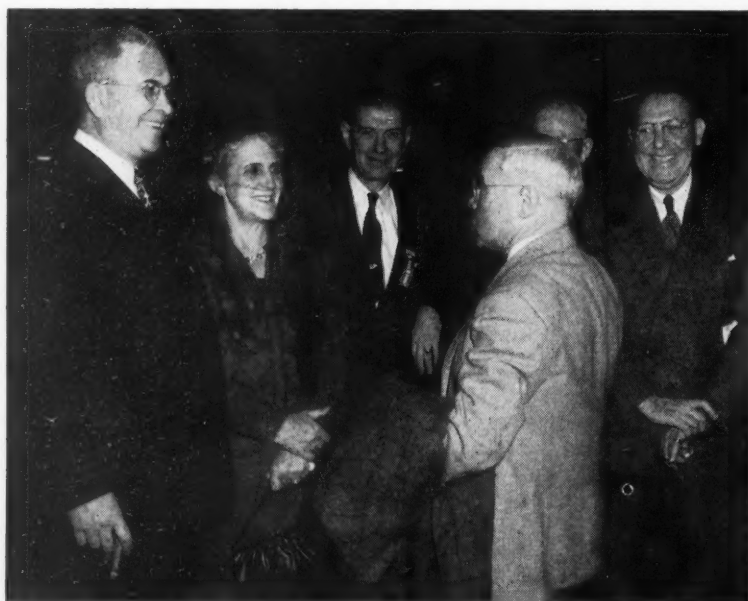
HOTEL

CONTINENTAL

BALTIMORE AT ELEVENTH STREET

R. E. McEachin, Managing Director

Direction—SOUTHWEST HOTELS INC., MRS. H. GRADY MANNING, PRES.



Group of A.O.U.W. of North Dakota people—Bradley C. Marks, society head; Mrs. Marks; J. J. Mulready, assistant general counsel and president A.O.U.W. Congress; M. J. Boyd, treasurer, hearing a story from (front) William B. Tucker, Wheeling, W. Va., past supreme master workman; L. V. Longbotham, New Haven, Conn., state manager.





Executive committee of National Association of Insurance Commissioners meets in New York City:

Top—Blackall of Connecticut and Julian of Alabama.

Middle—Gontrum of Maryland and Carroll of Rhode Island.

Bottom—Lloyd of Ohio, chairman, and Read of Oklahoma, secretary.



At National Association of Insurance Commissioners' executive committee meeting in New York City:

Top—Pink of New York and Alexander of Pennsylvania.

Below—Johnson of Minnesota, Williams of Mississippi, association president, and McCormack of Tennessee.



Tire shortage and gas rationing worries have been relegated to the land of limbo by Samuel I. Herald, crack salesman in the West Virginia agency of Bankers Life of Des Moines. Mr. Herald has purchased himself a saddle horse to call on prospects in the rugged, mountainous section around Missouri Branch, W. Va. He has paid for his first \$275,000 in 10½ months with Bankers.



Travelers' offices throughout U. S. and Canada are displaying this service star placard which has a red border with the star in a field of blue. Approximately 1,700 Travelers' employees are now in service.

At Least 10 Per Cent in War Bonds

This month Oklahoma County's quota is \$1,334,700.00 to "build" 133 cannon

OKLA. CITY ASSN. of LIFE UNDERWRITERS

The Oklahoma City Association of Life Underwriters is sponsoring a billboard advertising campaign to promote the sale of war bonds. At the bottom are: Tom Reed, Great Southern Life, secretary; Theo. Green, Massachusetts Mutual, vice-president; Harvey G. Kemp, president; Kenneth L. Aldrich, chairman publicity committee; and W. P. Stagg, New York Life, treasurer.

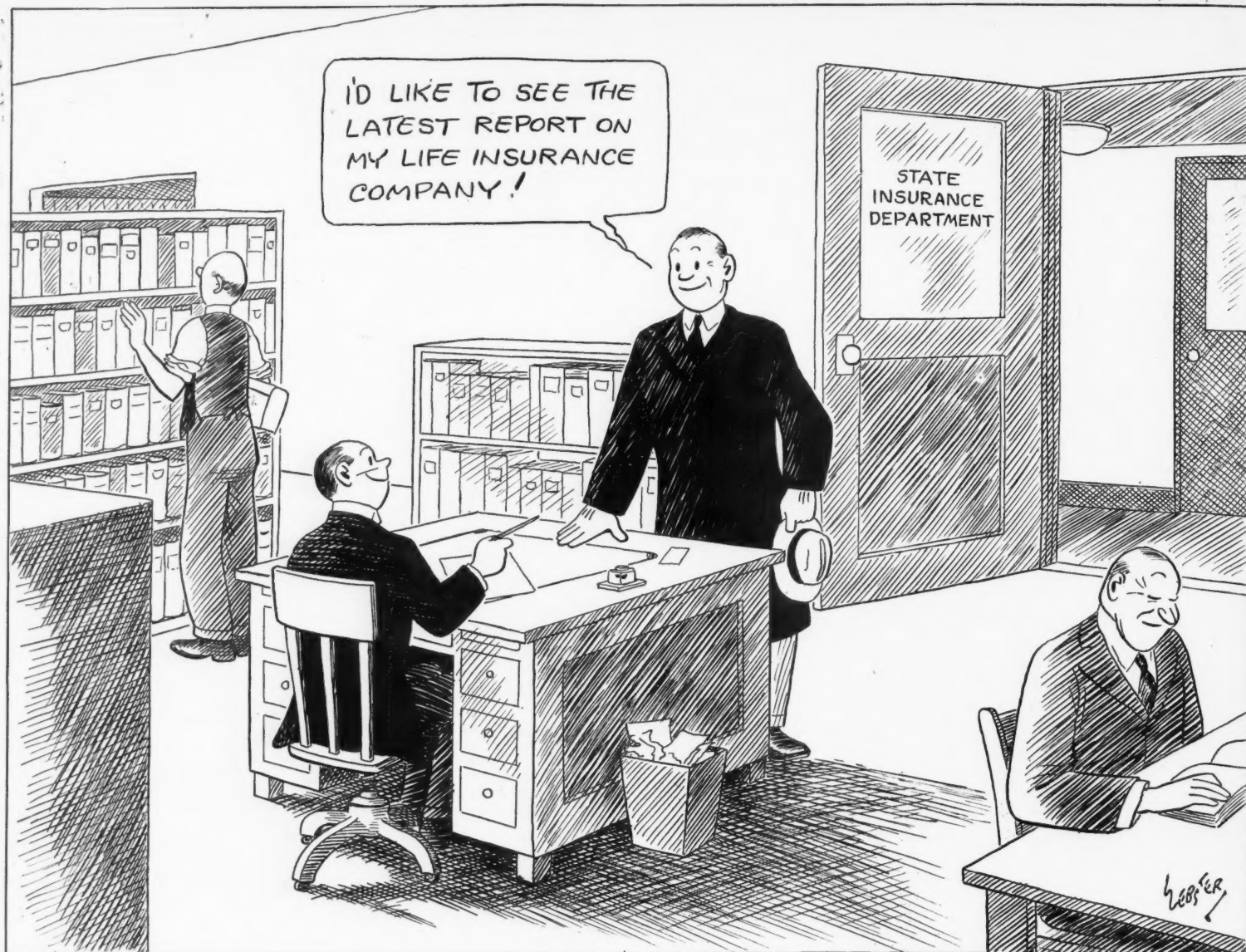
The forceful photograph of a mother and children currently used in the U. S. Treasury Department's "I Gave a Man" war bond poster originally appeared as the illustration of a Union Central Life advertisement in 1935.

In addition to using the photographs a full page newspaper advertisement, 1,000,000 posters using the illustration have been distributed.

Permission has also been granted by Union Central to the Canadian government, for the use of this same photograph as an illustration for posters in industrial plants.

I GAVE A MAN!

Will you give at least 10% of your pay in War Bonds?



Where does this happen except in a Free Country?

LIFE INSURANCE thrives only where men are free to plan their own futures. About 70% of all the world's life insurance is owned today in the United States, where life insurance is truly a servant of the people.

► As a protection for its citizens, the laws of each state require that its insurance-supervising officials shall examine into the financial condition and business methods of life insurance companies of that state. These examinations are conducted at periodic intervals, usually at least once every three years.

The supervising officials also have the authority to examine any company doing business in the state, at any other time that the interests of policyholders require it. They are officers of the State Government and are responsible to the citizens of their state for the protection of the interests of policyholders.

Of course, not every state examines every company, but in order that all the interested states may be represented in the examina-

tions, the National Association of Insurance Commissioners has divided the states into six zones. The insurance commissioner of one state in each zone is named to represent all the states of that zone when the zone takes part in an examination of a company.

Since Metropolitan is licensed in every state and in the District of Columbia, representatives of all these jurisdictions take part in an examination of Metropolitan.

► After such an examination, an exhaustive report is written, and copies are sent to the supervising authorities of the states, the District of Columbia, and the Dominion of Canada and its Provinces in which the Company does business. At the offices of these supervising authorities, this report is available to all who care to see it.

You may never meet him, but the insurance-supervising official of your state is a man you ought to know about. He and the members of his department are supervising insurance

companies in behalf of policyholders.

It goes without saying that Metropolitan, and other life insurance companies, welcome these examinations and the opportunity to review their affairs with the supervisory officials.

It is only right that life insurance dollars . . . the most important dollars many men ever put aside . . . should be safeguarded in every practical way.

COPYRIGHT 1942—METROPOLITAN LIFE INSURANCE COMPANY

This is Number 53 in a series of advertisements designed to give the public a clearer understanding of how a life insurance company operates. Copies of preceding advertisements in this series will be mailed upon request.

Metropolitan Life Insurance Company (A MUTUAL COMPANY)

Frederick H. Ecker, CHAIRMAN OF THE BOARD

Leroy A. Lincoln, PRESIDENT

1 MADISON AVENUE, NEW YORK, N. Y.



THIS IS THE FIFTY-THIRD in Metropolitan's series of advertisements designed to give the public a clearer understanding of how a life insurance company operates. It appears in: Saturday Evening Post, Oct. 3; Col-

lier's, Oct. 3; Business Week, Oct. 3; Forbes, Oct. 1; Nation's Business, October; American Mercury, October; This Week, Oct. 11; Newsweek, Oct. 5; American Weekly, Oct. 4.